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EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Mon(23)

CBS - 4:30-5pm Mon thru Fri; RETURN; U. N. In Action; from WCBS-TV(NY) to the net; Sustaining; Prod - Paul Levitan CBS; public service series resumes with the opening of the Second Plenary Session of the Seventh General Assembly of the United Nations; Larry LeSueur will review major problems confronting the U.N. on Monday, the Assembly reconvenes on Tuesday.

Wed(25)

NBC - 11am-12n Mon thru Fri; RETURN; United Nations Coverage; from WNBT(NY) to the net; Sustaining; Superv - William R. McAndrew NBC; Henry Cassidy will give commentary on diplomatic procedure and on the issues under consideration by the General Assembly; replaces Ask Washington and Mrs. U.S.A. in time slot, these programs to be seen when UN business is not particularly significant. Prod - Ad Schneider; Dir - Jack Dillon.

Thu(26)

ABC - 8-8:30pm; HIGHLIGHT; Personality Puzzle; from WJZ-TV(NY) to the net; Sustaining; Pkgr-Prod - Allan Potash WJZ-TV; new program is scheduled for one time only, with John Conte moderating panel show spotlighting identification of "mystery celebrities" by examination of their personal possessions. Henry Morgan, Tony Canzoneri and Dorothy Hart will be panelists.

LAST WEEK'S NETWORK CHANGES

ABC - ABC Fights; DEBUT Feb 17; Tue 9-10:30pm; from WJZ-TV(NY) to the net; Sponsor - Co-op (on WJZ-TV, NY, Melville Shoe Company for Thom McAn Shoes thru Anderson & Cairns and Piel's Beer thru Young & Rubicam); Prod - Bob Finnegan; Dir - Charles Russhon; Promoter - Tex Sullivan; Matchmaker - Moe Fleischer; Jason Owen, former fighter, is the sportscaster for bouts originating from Ridgewood Grove Arena in New York.

NETWORK SPONSOR ACTIVITY

LIGGETT & MYERS(Chesterfields) thru Cunningham & Walsh, currently alternate week sponsor of Stork Club (CBS-TV Sat 7-7:30pm), will sponsor the program every week starting April 4.

RIVER BRAND RICE MILLS thru Donahue & Coe, has purchased a ten minute per day participation in the Paul Dixon Show (DuM Mon thru Fri 3-4pm).

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

Section 1: Introduction

The purpose of this document is to provide a comprehensive overview of the project's objectives, scope, and deliverables. It is intended for use by all stakeholders involved in the project, including the project manager, team members, and sponsors.

The project is a complex endeavor that requires the coordination of resources, time, and budget. The project manager is responsible for ensuring that the project is completed on time, within budget, and to the satisfaction of the stakeholders.

The project is divided into several phases, each with its own set of tasks and deliverables. The project manager is responsible for managing the project through these phases, ensuring that the project is completed on time and within budget.

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NETWORK SPONSOR ACTIVITY(Cont'd)

COLUMBIA RECORDS thru McCann-Erickson has purchased ten five-minute periods weekly for two weeks on There's On In Every Family (CBS-TV Mon thru Sat 11-11:30am), effective February 23. The program is scheduled to move to the West Coast on or about March 2.

HELENE CURTIS INDUSTRIES(Spray Net & Helene Curtis shampoos) thru Ruthrauff & Ryan, will sponsor Down You Go (DuM Fri 10:30-11pm) on alternate weeks starting March 13. Carter Products will continue sponsoring the show on alternate weeks.

AMERICAN TOBACCO CO(Lucky Strike) thru BBD&O will not renew its sponsorship of Biff Baker, USA (CBS-TV Thu 9-9:30pm). Twenty-one of the films will have been shown by the time the show goes off (March 26), and the remaining five films of the 26 purchased will be used in a summer replacement slot.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) - WCBS-TV has increased its effective radiated power by more than two-and-one-half times, thereby becoming the first television station in the New York area to broadcast with the full power permitted by the Federal Communications Commission. The power increase, which will push the station's dependable signal out about 10 more miles, became effective February 19. The approximate cost of the job was put at \$100,000.

The Magic Key; HIGHLIGHT Feb 21; Sat 10:40pm-1am; Sustaining; special film traces the relatively slow progress made by mankind down through the ages, then emphasizes the rapid progress of the past 100 years. It is being shown as a public service in connection with the observance of Advertising Week.

WJZ-TV(Ch 7) - Oh, Baby!; LAST SHOW Feb 17; Tue 3:55-4pm; Sponsor - Mennen Co NY thru Grey Advertising; Pkgr-Prod - Jack Barry & Dan Enright; film program using babies twelve to eighteen months old with interesting faces and mouth movements was spotted on four New York stations; is seen in NY on WNBC only now, Wed 6:30pm & Sat 11:15pm.

WOR-TV(Ch 9) - The Sewing Circle--Mrs. Wall; DEBUT Feb 23; Mon thru Fri 2:45-3pm; NY Sustaining; Prod - WOR-TV; Dir - Bob Eberle; Mrs. Wall demonstrates the latest in all phases of needle handicrafts, including crocheting knitting, needlepoint, and hints on how to use discarded yarns and ribbons.

WPIX(Ch 11) - West Point Basketball; LAST SHOW Feb 21; alt Sat 2pm-end of game; NY Sponsor - Bristol-Myers(Vitalis) thru Doherty, Clifford, Steers & Shenfield; Prod-Dir - Jack Murphy; West Point basketball games were televised alternate weeks beginning January 24.

The new WPIX transmitting equipment currently being installed on the Empire State Building tower will be used for transmitting experimental color signals, as authorized by the FCC.

KECA-TV(Ch 7) - Travalcade of Youth; DEBUT Feb 15; Sun 3-3:30pm; Sponsor - American Hollywood Christian Crusade; featuring Bill Opie as host and speaker, new religious program will have music, inspirational messages and guest speakers.

COMMUNICATIONS SECTION

On February 23, 1954, the program is scheduled to move to the new location at 10:00 PM. The program is scheduled to move to the new location at 10:00 PM. The program is scheduled to move to the new location at 10:00 PM.

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LOCAL STATION ACTIVITY(Cont'd)

KTTV(Ch 11) - The Norma Gilchrist Show - "Helpfully Yours"; DEBUT Feb 16; Mon thru Fri 12n-12:30pm; Sustaining; Prod - Arnold Mills; Dir - Joe Agnello; Norma Gilchrist, fashion editor of the model's magazine Beauty Hints, will feature off-the-cuff interviews with celebrities, and will offer hints in homemaking, beauty and fashions.

Wrestling for Housewives and Swingshifters; DEBUT Feb 16; Mon thru Fri 11:30am-12n & 2:30-3am; Sustaining; wrestling films will be presented twice daily.

Sheriff John's Lunch Brigade; DEBUT Feb 16; Mon thru Fri 12:30-1pm; Sustaining; John Rovick will entertain children with an animated cartoon and a one-reel silent comedy each day. His other daily programs are Cartoon Time With Sheriff John and Sheriff John's Clubhouse.

The Tito Guizar Show; NEW TIME Feb 17; Tue 10:30-11pm; Sustaining; Dir - Joe Agnello; Writer - Edna Brophy; Musical background for Tito Guizar is provided by the Gallion Brothers; program was formerly seen Tuesday 9-9:30pm.

Comedy Cameos; RETURN Feb 21; Sat 4:30-4:45pm & Sun 5:30-5:45pm; Sponsor - Cameo Curtains thru Product Services, Inc, NY; fifteen minute vignettes are taken from old motion picture comedy scenes.

Sports Parade; DEBUT Feb 18; Wed 10:45-11pm; Sponsor - Thom McAn Shoes thru Anderson & Cairns; Jackson Wheeler is featured on live and film sports review.

FILM REPORT

LUCILLE BALL & DESI ARNAZ SIGN RECORD-BREAKING CONTRACT FOR \$8,000,000 with Philip Morris & Co., Ltd., Inc. and CBS Television, which covers a two-and-a-half year period, with no options, calling for a thirteen week hiatus each summer. March 20 is the date set for resumption of filming at the General Service Studios in Hollywood.

ABC TO FILM PILOTS FOR TWO NEW STORY PROPERTIES, each of the pilots budgeted at \$18,000. The first series, entitled Pride of the Family, will star Paul Hartman as a somewhat harassed paterfamilias, frequently buffeted by fate, as often baffled in his efforts to impress his family and friends as a big-time operator, and a warmly sympathetic figure of the pretty average manager. The second property will be a fast-moving adventure movie melodrama which will star a top-ranking movie personality, as yet to be selected.

NEW PARAMOUNT TV SALES REPORTED: Time For Beany, puppet-adventure program, has been sold to WWLP, Springfield, Mass; KRLD-TV, Dallas; KSWO-TV, Lawton, Okla. and WBRC-TV, Birmingham, all for 13 weeks. KDUB-TV, Lubbock, Texas and KOLN-TV, Lincoln, Nebraska, have purchased the program for 26 and 52 weeks respectively. In addition, Beany was renewed for 13 weeks on WJBK-TV, Detroit and WKY-TV, Oklahoma City. Other new sales include: 13 weeks of Wrestling from Hollywood to KSWO-TV, Lawton; WLEV-TV, Allentown; WLVA-TV, Lynchburg and WSBA-TV, York. Also 13-week renewals on WGAL-TV, Lancaster; WJAR-TV, Providence; WOOD-TV, Grand Rapids; WSM-TV, Nashville and WSB-TV, Atlanta. In addition, Hollywood Reel has been sold for 52 weeks to KPTV, Portland, Oregon and WWLP, Springfield, Mass.

SAG BOARD OF DIRECTORS APPROVES PROPOSED CONTRACT, which has also been approved by members of the Film Producers Assn of NY who will be the primary signatories and national advertising agencies which have agreed to sign letters of adherence to the contract. Members of the Alliance of TV Film Producers, Hollywood, and other Hollywood, Chicago and Detroit producers of video commercials also are expected to sign the contract without delay. Highlights of the contract which sets a new pattern of "Use Payments" for motion picture actors:

(1) Minimum "Production Payment" to actor "on camera" will be \$70.00 for each TV filmed commercial delivered by producer to advertiser or agency. All "Production Payments" are credited against the "Use Payments".

(2) Minimum "Use Payments" to actor "on camera" on filmed program commercial, Class A: over 20 cities, single use, \$70.00. Each individual re-use \$50.00; if prior to first use actor is guaranteed payment for 3 uses, \$150.00; guaranteed payment for 8 uses, \$350.00; guaranteed payment for 13 uses, \$500.00; when during any 13 week period actor has been paid \$650.00 no further payment during that 13 week period. Class B: 6 to 20 cities, \$150.00 for 13 weeks. Class C: 1 to 5 cities, \$105.00 for 13 weeks; if 26 weeks is guaranteed and paid prior to first use, \$185.00.

(3) Minimum "Use Payment" to actor "on camera" in each film spot announcement: Class A: Over 20 cities, \$150.00 for 13 weeks, plus \$140.00 for each additional 13 weeks. Class B: 6 to 20 cities, \$105.00 for 13 weeks, plus \$105.00 for each additional 13 weeks. Class C: 1 to 5 cities, \$70.00 for 13 weeks, plus \$35.00 for each additional 13 weeks.

(4) NY, Chicago and LA each counts as 7 cities in defining class of Use Payments and any combination of two of these cities automatically puts the Use Payments in Class A. (5) Minimum "Production Payments" and "Use Payments" for actors "off camera" are graduated downward from the "on camera" rates with "Production Payments" based on two-hour recording sessions rather than eight-hour day.

(6) Spot announcements are defined as commercials broadcast by non-interconnected single stations and used independently of any program or used on local participating programs available to more than one advertiser but not "sponsored" by any advertiser. All other uses of a commercial are deemed to be program uses and carry program rates.

NEWS REPORT

HOOPERADE OF TV STARS FOR JANUARY again lists I Love Lucy as placing first in New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit, marking the second month in a row the program has achieved that distinction. In addition to Lucy, four other programs placed on the "First Fifteen": Dragnet, You Bet Your Life, Colgate Comedy Hour (Bob Hope) and Our Miss Brooks. Talent Scouts, Godfrey & Friends and Texaco Star Theater made the list in all of the cities except LA and What's My Line? missed out in Boston.

ABC TO SPEND \$2,000,000 FOR SUPERPOWER VIDEO for its five owned television stations. To be established through a series of operations which will get under way in the near future, culminating in the Fall of 1954, the new power equipment is being purchased from General Electric. WJZ-TV(NY), has already been authorized by the FCC to increase its power from its present 16 kw to 110 kw; applications also have been filed with the Commission for higher power for WBKB(Chi), WXYZ-TV(Detroit), KECA-TV(LA) and KGO-TV(San Francisco). The final step in the completion of ABC's superpower program will be the installation of 50 kw transmitters which will be able to handle the color signals as established by the National Television Systems Committee.

CBS-HYTRON PLANS NEW PLANT & WAREHOUSE, to be constructed in Kalamazoo, Mich., which will serve as a replacement market upon its scheduled completion in June, 1954. The 235,000 square-foot plant has been designed to incorporate the latest automatic techniques in the manufacture of the 21 to 30-inch picture tubes.

1. The first of these is the fact that the Commission has not yet received any information from the Government of the United States regarding the activities of the Committee for the Liberation of the People of the South (CLPS) in the United States. The Commission is therefore unable to determine whether the CLPS is a legitimate organization or a subversive group. The Commission is therefore unable to determine whether the CLPS is a legitimate organization or a subversive group.

1. The first part of the report, "The State of the Union", is a general overview of the country's current situation. It discusses the economy, the environment, and the state of the nation's infrastructure. The second part, "The State of the Nation", focuses on the political and social issues facing the country. It discusses the role of the government, the state of the judiciary, and the state of the education system. The third part, "The State of the World", discusses the country's relations with other nations and the global community. It discusses the state of the world economy, the state of the world environment, and the state of the world peace. The fourth part, "The State of the Future", discusses the country's long-term goals and the challenges it faces. It discusses the state of the country's economy, the state of the country's environment, and the state of the country's society. The fifth part, "The State of the Past", discusses the country's history and the lessons it has learned. It discusses the state of the country's economy, the state of the country's environment, and the state of the country's society. The sixth part, "The State of the Present", discusses the country's current situation and the challenges it faces. It discusses the state of the country's economy, the state of the country's environment, and the state of the country's society. The seventh part, "The State of the Future", discusses the country's long-term goals and the challenges it faces. It discusses the state of the country's economy, the state of the country's environment, and the state of the country's society. The eighth part, "The State of the Past", discusses the country's history and the lessons it has learned. It discusses the state of the country's economy, the state of the country's environment, and the state of the country's society. The ninth part, "The State of the Present", discusses the country's current situation and the challenges it faces. It discusses the state of the country's economy, the state of the country's environment, and the state of the country's society. The tenth part, "The State of the Future", discusses the country's long-term goals and the challenges it faces. It discusses the state of the country's economy, the state of the country's environment, and the state of the country's society.

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It is a message of condolence to the people of the State of California, who have been afflicted by a severe drought and famine. The President expresses his sympathy for the suffering people and offers them the aid of the Federal Government. He also mentions the fact that the Congress has passed a law to provide relief for the people of California.

1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator who is responsible for the investigation. The investigator will identify the problem and then will determine the scope of the investigation. The investigator will then determine the objectives of the investigation and will then determine the methods of the investigation. The investigator will then determine the results of the investigation and will then determine the conclusions of the investigation. The investigator will then determine the recommendations of the investigation and will then determine the implementation of the recommendations. The investigator will then determine the evaluation of the investigation and will then determine the final report of the investigation.

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MIAMI UNIVERSITY INTERPRETS FIRST FINDINGS OF SURVEY financed by a \$10,000 grant made by the Crosley Broadcasting Corp, as indicating that there were two peaks of TV viewing during the political campaign. One peak came during the conventions, the other preceded the November election by about 10 days, and was sustained until election eve. Between the two peaks there was a decided let-down in viewing interest, the only exception being Vice President Nixon's speech explaining his financial status. A final report on the entire study is to be published in June.

NEW STATION AFFILIATIONS: To CBS-TV: WTVP(Ch 17), Decatur, Ill., July 1. It is owned and operated by Prairie Television Co., 250 North Water St., Decatur. Harold G. Cowgill is General Manager. KTTS-TV(Ch 10), Springfield, Mo., March 1. The station is owned and operated by the Independent Broadcasting Co., Pearson Ward, General Manager.

NBC SIGNS THOMAS W. PHIPPS TO WRITE 12 ORIGINAL PLAYS within the space of a year for network use, all to be hour-long dramas. Most of the writer's previous scripts have been used on Robert Montgomery Presents and Television Playhouse, both top NBC dramatic programs. He was represented by the John G. Agency. In Hollywood, Siegfried M. Herzig, playwright and motion picture scenarist, has been signed by Filmcraft Productions to assist Robert Nathan in preparing the screenplays for the film firm's Mark Twain Television Theater series. Herzig wrote such Broadway plays as "Vickie," "Ballyhoo," and "Bloomer Girl," and such screenplays as "I Wanted Wings," "Artists and Models," and "I Dood It."

PERSONNEL CHANGES: R. Kenneth Beirn has succeeded to the presidency of the Biow Company in place of Milton Biow who becomes chairman of the board. Henry White, former business manager of CBS-TV, joins the Biow Co. as an executive in the radio-TV department, and Arthur Napoleon, a member of the TV commercial production department there, is moving his headquarters from NY to Hollywood.....Frank Dennis, formerly with Ruthrauff & Ryan, has joined Doherty, Clifford, Steers & Shenfield as a vice president and director of radio-TV commercials.....L. W. Teegarden, active in the electrical and electronics industries for many years, has been elected Executive Vice President of the Radio Corporation of America.....Pod Lane has been appointed executive producer of television film commercials at Ruthrauff & Ryan, NY. He will also continue as TV art director. He was formerly art director and vice president of Transfilm, Inc.....Bernard Lubar has been named director of the radio & TV continuity department at Ruthrauff & Ryan, having been promoted from assistant director of the department.

Don Blauhut has been appointed head of the radio and television department of the Raymond Spector Agency. He has held similar posts with Peck Advertising, and most recently with the Emil Mogul Company.....James M. Connors has been named Business Manager for CBS Television News. His former CBS assignment was as Director of Production Control for Operations.....Evelyn Barnes Peirce, formerly with BBD&O and Kenyon & Eckhardt, has joined Fuller & Smith & Ross as production coordinator for the new Westinghouse show, "Freedom Rings".....Lewis S. Wechsler, formerly with Young & Rubicam, has been appointed director of the radio-TV department at Emil Mogul Co., NY. Nat Eisenberg continues as head of the agency's TV production department.....Norman Siegel has been appointed West Coast CBS-TV Director of Publicity and Exploitation, and Miss Pat McDermott has been named manager of Press Information in the West Coast office.....Harold Hackett is resigning as vice president of MCA effective March 1. With the talent agency for 20 years, he has not yet announced his future plans.....Charles von Fremd, producer for CBS Television News, has been named the first White House correspondent exclusively for CBS Television.....Martin Leeds has been appointed executive vice-president in charge of production at Desilu Productions, Hollywood.....Tony Azzato has resigned as film director for WPIX(NY) to open his own TV film consultant office. Carol Levine, formerly in the WPIX publicity department, succeeds him.

TALENT SHOWSHEET FEBRUARY 23-MARCH 1, 1953

PROGRAM	NET TIME (EST)	TALENT ROSTER
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Most of the shows on February 20, 21, 22 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, February 27. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY FEBRUARY 20
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|                                        |          |                                                                                                                             |
|----------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)            | CBS 8pm  | <u>Gunnerson's Mother</u> - (O) by Jerome Ross; with Alice Frost, Carl Frank, Jane Seymour & regs.                          |
| <u>Dark Of Night</u><br>(Carl Low)     | DuM 8:30 | Betty Lou Holland, Bill McCutcheon, Al Ramsen, Ruth White, Diana Herbert, Joe Helgesen                                      |
| <u>Aldrich Family</u><br>(Bobby Ellis) | NBC 9:30 | <u>Man Of The House</u> - (O) by Theodore & Mathilde Ferro; with regulars & Jack Klugman, Royal Beal Michael Dreyfuss; (SD) |

SATURDAY FEBRUARY 21  
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<u>Big Top</u> (Jack Sterling)	CBS 12N	The Italian Florida Trio (acro), The Hustrei Sisters (trapeze), Paris Trio (trampo), The Juvelys (jugglers)
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Robert Sterling, Anne Jeffreys, Bob Eberle (S)
<u>Jackie Gleason</u>	CBS 8pm	kill: Sunny Gale (S); add: Toni Arden (S)
<u>Your Show Of Shows</u> (Caesar & Coca)	NBC 9pm	Alicia Markova (D), guest hostess & regulars

SUNDAY FEBRUARY 22
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|                                                 |          |                                                                                                                                                                                                                                |
|-------------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lamp Unto My Feet</u><br>(Dr. Lyman Bryson)  | CBS 3pm  | <u>My Head Is Bending Low</u> - (O) by Jerome Cooper-smith; with Eric Mattson, Sharon Pyun, Herbert Patterson, Lee Phillips; (SD)                                                                                              |
| <u>Hallmk Hall Of Fame</u><br>(Sarah Churchill) | NBC 5pm  | <u>Dinner For The General</u> - (O) by Reginald Lawrence; with Barbara Ashley, Reese Taylor, Stephen Courtleigh, Michael Keene, Robert Gallagher, Eva Condon, Tod Griffith, Bob Courtleigh, Sandy Kenyon, Mel Jurden; (SD)     |
| <u>Super Circus</u><br>(Claude Kirchner)        | ABC 5pm  | Prof. Keller's "Jungle Killers" (animals), Elly Ardelty (aerial), Rudy Benzinger (bicycle), Pryde & Day (jugglers), Paul Stadelman (magic)                                                                                     |
| <u>Roy Rogers</u><br>(& Dale Evans)             | NBC 6:30 | regulars & Sydney Mason, Ed Hinkle, Stuart Whitman, Pierce Lyden, Harry Harvey; (SW & SD, FILM)                                                                                                                                |
| <u>You Are There</u><br>(Walter Cronkite)       | CBS 6pm  | <u>Dillinger</u> - (O) by Leslie Slote; with Ray Walston, James Daly, Harry Davis, Virginia Baker, Anne Hegira, Albert Duclos, Maurice Godfield, Janet Paul, Pud Flanagan, Fred Herrick, Peggy Middleton, Murray Perlman; (SD) |
| <u>Mr. Peepers</u><br>(Wally Cox)               | NBC 7:30 | (O) by Jerome Ross, Jim Fritzell, Everett Greenbaum; with Thomas Chalmers, Harry Townes, Angela Ademaides, Frank Behrens, Ken Konopka, George Forrest, Brian Walsh; (SD)                                                       |



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Rocky King  
(Roscoe Karns  
& Earl Hammond)

MONDAY FEBRUARY 23

Paul Winchell &  
Jerry Mahoney



WEDNESDAY FEBRUARY 25 (Cont'd)  
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<u>Douglas Fairbanks</u>	WNBT 10:30	<u>Take A Number</u> - (O) by Larry Marcus; with Ian Whittaker, George Benson, Vic Wise, Dianne Foster, Mary Merrell, Jean Cadell, Michael Balfour, Vincent Holman, John Brooking, Robert Moore, Patrick Jordan, Barbara Babbington; Dir by Terence Fisher (FILM)
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THURSDAY FEBRUARY 26
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|-----------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>T Men In Action</u><br>(Walter Greaza)     | NBC 8:30   | <u>The Case Of The Little Sister</u> - (O) by Robert Sloane; with Olive Blakeney, Cameron Prud'homme, Thomas Coley, Julius Bing, Victor Thorley; (SD)                                                                                        |
| <u>Chance Of A Lifetime</u><br>(Dennis James) | ABC 8:30   | <u>Jan August</u> (M)                                                                                                                                                                                                                        |
| <u>Four Star Playhouse</u>                    | CBS 8:30   | <u>The Man In The Box</u> - (O) by John & Gwen Bagni; with Charles Boyer, Patricia Morison; Dir by Robert Florey (FILM)                                                                                                                      |
| <u>Biff Baker, U.S.A.</u><br>(Alan Hale, Jr.) | CBS 9pm    | <u>Jerome Cowan</u> (FILM, SW & SD)                                                                                                                                                                                                          |
| <u>Ford Theater</u>                           | NBC 9:30   | <u>All's Fair In Love</u> - (O) by Doris Peel, (A) by Karen DeWolk; with Cesar Romero, Lynn Bari, Sherry Jackson, Lee Aker, John Eldredge, Tina Thompson, June Vincent, Maudie Prickett, Frank Sully, Frank Jenks; Dir by Leigh Jason (FILM) |
| <u>Big Town</u><br>(Pat McVey & Jane Nigh)    | CBS 9:30   | Not available at press time (FILM)                                                                                                                                                                                                           |
| <u>Martin Kane</u><br>(Lee Tracy)             | NBC 10pm   | <u>Jessie Royce Landis, Geoffrey Lumb, Lauren Gilbert, Jock MacGregor, Allan Gruener</u> ; (SW & SD)                                                                                                                                         |
| <u>Foreign Intrigue</u><br>(Jerome Thor)      | WNBT 10:30 | <u>F I In Hostages</u> - (O) by George & Gertrude Fass; with Pierre Bjorklund, Eva Dahlbeck, Gunnar Sjoberg, Holger Lowenadler, Jan Molander; Dir by Hans Lagerkvist (FILM)                                                                  |
| <u>Racket Squad</u><br>(Reed Hadley)          | CBS 10:30  | <u>James Gleason</u> (FILM)                                                                                                                                                                                                                  |

FRIDAY FEBRUARY 27  
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<u>Meet Betty Furness</u>	CBS 10:45am	<u>Emily Kimbrough</u> (author)
<u>Big Story</u> (Robert Sloane)	NBC 9pm	<u>Jim Hart, Tucson, Arizona Daily Star</u> - (O) by Alvin Boretz; with Dennis Harrison, Dean Harens, Wilfred Lytell, Junaluska, Harry Cooke, Allan Stevenson, Joe Foley, Helen Rae, Lisa Howard; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Girl Of My Dreams</u> - (O) by Christanna Alexander; with Donald Woods, Marguerite Chapman, Jeff Donnell, Roy Roberts, Leon Lontoc; (SD) by Ted Post (FILM)
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>Lonesome Village</u> - (O) by Barden & Blacker; with Constance Clausen, Stephen Elliott; (SD)

1. The first part of the document is a list of names and titles, including "The Hon. Mr. Justice" and "The Hon. Mr. Justice".

THE UNIVERSITY OF CHICAGO

[illegible]

Journal of Interpersonal Violence 28(10)

1. The first part of the document is a list of names and titles, including "The Hon. Mr. Justice" and "The Hon. Mr. Justice".

(GB 2.2. 1977) 2070 100 00.

1. The first part of the report is a general introduction to the project, which includes a statement of the problem, the objectives of the study, and a brief description of the methodology used.

(111) *not good to eliminate it*

(1937) *conditio nova*.

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<u>Our Miss Brooks</u> (Eve Arden)	CBS 9:30	regulars & Gil Herman (SW & SD, FILM)
<u>Twenty Questions</u> (Jay Jackson)	DuM 10pm	Martha Scott & regulars

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 20 THROUGH FRIDAY FEBRUARY 27
~~MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 20 THROUGH FRIDAY FEBRUARY 27~~

<u>There's 1 In Every Fmly</u> (John Reed King)	CBS 11am	Sat (23) - Blanche Thebom (S); M - Claudia Pinza (S)
<u>Strike It Rich</u> (Warren Hull)	CBS 11:30	M - Paul Webb (cartoonist); W - (am) Arthur Borowsky (mag. editor); W (9pm) - Dennis O'Keefe; F - Betty Ann Grove (S)
<u>Garry Moore</u>	CBS 1:30	F - Kurt Baum (S); M - Marc Scala (judo); Tu - Bob Merrill (composer); Th - George Gobel (C)
<u>Art Linkletter's House Party</u>	CBS 2:30	George Fenneman is substitute host Feb 16-20; Dean Miller (C), Feb 23-27
<u>One Man's Story</u>	WABD 2:45	M thru F - <u>The Great Lilliput</u> - (O) by Ben Merri- rick; with Sidney Smith; (SD) by Keith Thomas
<u>The Big Payoff</u>	NBC 3pm	Warren Hull substitutes for vacationing Randy Merriman Feb 16 thru 27
<u>Action In The Aft'noon</u>	CBS 3:30	F (27) - Gene Autry & regulars (FROM PHILA)
<u>Margaret Arlen</u>	WCBS 4pm	Robin Chandler substitutes for Margaret Arlen who is vacationing Feb 16 thru 27
<u>Kate Smith</u>	NBC 4pm	F - Hootor & Byrd (D), Connie Sawyer (S); M - Ethel Smith (M), The Kateds (D); Tu - Harrison & Patricia Muller (D), Phil Napoleon & His Memphis Five (M), Jay Marshall (magic); W - Hootor & Byrd (D), Rudy Cardenas (juggler), Cy Coleman & Trio(M); Th - The Kateds (D), DeMarco Sisters (D), Wally Cox (C); F - <u>The Tricks Of The Trade</u> - (O) by Elliott Drake, with Vicki Cummings; Ezio Pinza (S), Russell Swan (magic)
<u>TV Dinner Date</u> (Bill McGraw)	WOR 7pm	Tu & Th - add Florence George (S) as regular
<u>Do You Want To Be A*?</u> (Fred Robbins)	WOR 7pm	F (20) - Janis Carter, Robert Clary (S)
<u>Short, Short Drama</u> (Ruth Woods)	NBC 7:15	Tu - <u>To Whom It May Concern</u> - (O) by Frank Gilroy; with Tony Randall, Bethel Leslie, Bill Grey, Dulcy Jordan; Dir by Arthur Rosenbloom; Th - <u>The Real Thing</u> - (O) by B. G. Stern; with Lawrence Fletcher, Sid Raymond, Jack Diamond, Humphrey Davis, Joe Helgesen; Dir by Will Jason (FILM)
<u>Broadway TV Theater</u>	WOR 7:30	M thru F - <u>Guest In The House</u> - (O) by Hagar Wilde & Dale Eunson; with Bonita Granville, Meg Mundy, Richard Webb, Michael Steele, Margaret Hamilton, W.O. McWaters, Penny Hays, Jody Drew; Staged by Harold Winston; TV Dir by Robert Blum
<u>Jane Froman's USA Ctn</u>	CBS 7:45	Tu - Dickinson Eastham (S)

MOBILE AND ACROSS-THE-BOARD SHOWS TRIPAL FIBROBLASTS TO THROUGH TRIPAL FIBROBLASTS

SATURDAY FEBRUARY 28

SUNDAY MARCH 1
 1914

Omnibus
(Alistair Cooke)

CBS 4:30 Happy Journey - (0) by Thornton Wilder; with Helen Hayes, Bethel Leslie, Russell Collins, Joey Walsh, Robert Keith, Jr; Five Gifts - ballet by William Dollar; with Todd Bolender, Melissa Hayden, Carolyn George, Yvonne Mounsey, Jillana, Patricia Wilde, Irene Larsson, Jacques d'Amboise & NY City Center Ballet Co.; Coronation Ceremony - narrated by Leo Genn, Produced by World Wide Pictures for British Inf Service (FILM); Alistair Cooke on The History of The Income Tax; Reforestation - Prod by RKO Pathe (FILM)

MIAMI

TALENT AVAILABILITIES

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NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: February 22-28									
		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-)	Live	1	1*	7	4 3/4	1	--	10½	4½
12 noon)	Film	--	--	½	--	--	--	--	5
12 noon-)	Live	2	1	15	8½	5	7¼	16	2
6:00 pm)	Film	--	--	--	--	--	--	1¼	1
6:00 pm-)	Live	7½	8¼*	18*	2	13½	6¼	18	1
time off)	Film	2 3/4	5¼	7½	--	1	½	6 3/4	--
TOTALS)	LIVE	10½	10¼*	40*	15¼	19½	13½	44½	7½
)	FILM	2 3/4	5¼	8	--	1	½	8	6

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of February 22-28

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WJZ (A)	95 1/2	25 1/4	30	1 1/4	35 1/2
New York City	WCBS (C)	108	63 1/4	11 1/4	1 1/4	22 3/4
New York City	WABD (D)	92 1/4	35	17 3/4	3	29 1/2
New York City	WNBT (N)	119 1/4	57 1/2	27 1/2	2 1/2	19 3/4
New York City	WOR-TV (I)	79	--	28	--	38 3/4
San Francisco	KPIX (C,D)	101 1/2	51 1/4	24 3/4	2	18

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding sports and news-reels.

MARCH 1-7, 1953

VOLUME 5

NUMBER 9

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(1)

ALL NETS - 3:30-4pm; HIGHLIGHT; Answer The Call; from WCBS-TV(NY) to all nets (some will carry program (ON FILM) this time; others later on this date and on Monday, March 2); Prod - James Sheldon & Richard Lewine, CBS-TV; Dir - John Peyser, CBS-TV; Writer - Harold Flenders; Paul Levitan of CBS-TV Public Affairs is Network coordinator; President Eisenhower will join the appeal - a special program launching the annual March drive for funds by the American Red Cross - in a special broadcast from the White House. Scheduled for the program are Red Buttons, Edward R. Murrow, Tallulah Bankhead, Bob Hope, Johnny Desmond, Jane Froman, Ted Husing, Meredith Willson's Orchestra and the Ray Charles Chorus.

Mon(2)

CBS - 3-3:30pm Mon thru Fri; DEBUT; Eddie Albert Show; from WCBS-TV(NY) to the net; Sustaining; Prod - Franklin Heller; Dir - James Sheldon; Writers - Jack Woods, Charles Romine, Leslie Lieber; Eddie Albert stars in new music-variety show featuring Ellen Hanley, singer-actress and the Norman Paris Trio. Replaces Mike & Buff (last show Feb 27) in this time slot.

Tue(3)

CBS - 2-2:30pm Tue & Thu; DEBUT; Freedom Rings; from WCBS-TV(NY) to 40 sta (33 cleared prior to debut date); Sponsor - Westinghouse Electric Corporation (Appliance Division) thru Fuller & Smith & Ross; Account Exec - Winston O'Keefe; Agcy Superv - Arthur Duram; Pkgr-Prod - George F. Foley; Exec Prod - Richard Linkroum, GFF; Dir - Lloyd Gross, CBS; Prod Coordinator - Evelyn Barnes Peirce, F&S&R; Writer - Ted Tiller; Music Dir - Ben Ludlow; John Beal and Alice Ghostley co-star in comedy-audience participation series. Quiz questions are based on typical American family situations enacted by the permanent cast.

NETWORK SPONSOR ACTIVITY

PROCTER & GAMBLE(Ivory Soap, Duz, Crisco) thru Compton, has renewed Fireside Theater (NBC-TV Tue 9-9:30pm) for another year. Frank Wisbar is the producer of the films which are made in Hollywood.

SCHLITZ BREWING thru Lennen & Newell has renewed its Playhouse of Stars film series (CBS-TV Fri 9-9:30pm) for 26 weeks. Meridian Pictures, Hollywood, is the producer.

GENERAL BAKING CO thru BBD&O has renewed the Hopalong Cassidy TV film series in 23 markets.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

MEMORANDUM

TO : Mr. [Name] FROM : Mr. [Name] SUBJECT : [Subject]

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RECOMMENDATION

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NETWORK SPONSOR ACTIVITY(Cont'd)

FIRESTONE TIRE & RUBBER CO thru Sweeney & James (Akron) has renewed Voice of Firestone (NBC-TV Mon 8:30-9pm) for 52 weeks effective April 18.

LEVER BROS has switched its \$4,500,000 Surf account from N. W. Ayer to Batten, Barton, Durstine & Osborn. On TV, Surf participates in the Art Linkletter House Party (CBS-TV Mon thru Fri 2:30-3pm) and Hawkins Falls (NBC-TV Mon thru Fri 5-5:15pm).

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Home Gardener and Handyman; RETURN Feb 28; Sat 1-1:30pm; Sponsor-Participations; Pkgr-Prod - Phil Alampi; Dir - Ray Abel; Phil Alampi and his wife, Ruth, will offer step-by-step advice to amateur gardeners on how and when to plant, preparation of the soil, and many useful hints on growing flowers, fruit and vegetables for home use and consumption; "Handyman" features will be integrated into the program.

Adventures of Ozzie and Harriet; ADDED TIME Feb 28; Sat 5:30-6pm; (ON FILM) Sustaining; Produced in Hollywood by Volcano Productions, the situation comedy show with Ozzie & Harriet Nelson and their two sons, and Don DeFore, is sponsored on the ABC-TV network by Hotpoint & Lambert Pharmacal, Fridays 8-8:30pm; Pet Party, formerly seen 5:45-6pm, is now seen 5:15-5:30pm Saturdays.

Formerly
WJZ-TV

An Evening With Harry Hershfield; DEBUT March 3; Tue 11-11:30pm;
Sponsor - North American Airlines; Pkgr - Norman King Prodn; Prod-Dir - Hal Raywin; Assoc Prod - Morton Spain; Special Material by Art Paul & Bob Phillips; Annr - Hal Tunis; Musical Dir - Eddie Litvin; humorous anecdotes by raconteur Harry Hershfield who interviews celebrities and talent buyers; also guest appearances by promising performers, a weekly fashion show and a "Dream Come True Contest" in which viewers may vie for airplane trips to far-off places.

WCBS-TV(Ch 2) - New Sunday Schedule, effective March 1: 9:50-10am - News & Prevues;
NY 10-10:30am - The Big Picture; 10:30-11:45am - The Morning Show (fea-
ture films); 11:45am-12n - Our Goodly Heritage.

WNBT(Ch 4) - Bill Stern Show; ADD SPONSOR March 13; Gem Blades, Inc. thru Gray
NY Advertising, will sponsor the sports program on Monday, Wednesday
and Friday nights from 11:15-11:20pm.

WOR-TV(Ch 9) - Home and Garden Show; RETURN March 6; Fri 10:30-11pm; Sustaining;
NY Will Peigelbeck will discuss and demonstrate the raising of flowers,
vegetables and plants; window-box and indoor gardening, etc.

Broadway TV Theater; ADDED TIME March 7; Sat & Sun 3-4:30pm; Sponsor-
Mennen Co thru Kenyon & Eckhardt; Beacon Wax (direct) and General
Tire & Rubber Co thru D'Arcy; Pkgr-Prod - Warren Wade; consecutive
performances of full-length Broadway plays will be extended from pre-
sent five-time-a-week schedule to include Saturday and Sunday
matinee performances.

WPIX(Ch 11) - You Can Paint; DEBUT March 1; Sun 12:15-12:30pm; Sponsor - Art Activities thru J. Gabriel Bromberg Agcy; Conni Gordon gives painting instructions.

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1. General
 2. North America
 3. South America
 4. Europe
 5. Asia
 6. Africa
 7. Oceania
 8. Antarctica
 9. Other
 10. Index

1. The first part of the document is a list of names and addresses, which appears to be a directory or a list of contacts. The names are written in a cursive script, and the addresses are listed below them. The list includes names such as "Mr. J. H. Smith", "Mr. W. H. Jones", and "Mr. R. H. Brown".

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 2. Project Description
 3. Objectives
 4. Methodology
 5. Results
 6. Conclusions
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LOCAL STATION ACTIVITY(Cont'd)

WGN-TV(Ch 9) - Salute to Kosciuszko; HIGHLIGHT Feb 27; Fri 7:30-8pm; Sponsor - Illinois Div of Polish American Congress; Prod - Richard Von Albrecht; Writer - Francis Coughlin; Jay Gould will portray Thaddeus Kosciuszko, hero of freedom, Poland and the American Revolution, in a special program depicting great moments in the soldier-patriot's life.

KTTV(Ch 11) - Stars On Stage; DEBUT March 5; Thu 7-8pm; Sponsor - Bank of America; Pkgr-Prod - Wayne Steffner Prodn; Assoc Prod - Tommy Tomlinson; Dir - Fred Gadette; Prod Asst - Jim Critchfield; Art Baker will MC new musical revue with vocalists Peggy King and Charles Lind, with Bill Norvas and the Upstarts; Marilyn Hale, jazz-swing harpist and the Martins, dance group; there will also be guest artists.

Before Your Eyes; DEBUT March 5; Thu 8-8:30pm; Sponsor - The Hinshaw Department Stores of Arcadia and Whittier, California; Prod - Open Road Productions; semi-dramatic documentary series is produced and narrated by Bill Burrud, featuring subjects of particular interest in community life.

Chef Milani; RETURN March 9; Mon thru Fri 1-2pm; Participations; Chef Milani, formerly seen on other stations, with well-known cooking show.

WFIL-TV(Ch 6) - TV Coffee Club; DEBUT Feb 23; Mon thru Fri 9-10:45am; Lee Stewart MC's new variety program for homemakers; other live daytime schedule includes Tom Moorehead's Stop, Look & Listen, audience participation comedy program which moves from the 9-11am time to 12:15-2:15pm; Woman's Page, with Violet Hale and Peggy Towne from 2:15-2:45pm; and 2:45-4:45pm - Bob Horn and The Bandstand, with Lee Stewart.

Auto Show; HIGHLIGHT March 1; Sun 2-4:30pm; Presented by the Philadelphia Inquirer and WFIL-TV; Jinx Falkenburg, Paul Whiteman and Dr. Roy K. Marshall will head the list of entertainers who will take part in the auto show which will include displays of nineteen makes of U.S. cars along with outstanding entries of foreign auto manufacturers.

Filbert the Flea; DEBUT March 2; Mon thru Fri 4:30-4:45pm; Sustaining; (program to be repeated over WFIL-TV at 6:15pm and shown on WABC-TV, New York). Prod - Skipper Dawes; Skipper Dawes, at the piano, will play a musical background for his narration of the adventures of the heroic flea, whose travels lead him through countless adventures and humorous situations. The story of Filbert will also unfold in cartoon drawings sketched by Jack Nolan, WFIL's art director.

FILM REPORT

ELLERY QUEEN PILOT FILM COMPLETED IN HOLLYWOOD by Norman & Irving Pincus, packagers of the series formerly seen live on the ABC-TV network. Directed by Roy Kellino, the film was shot at the Hal Roach studios, with Hugh Marlowe replacing Lee Bowman in the title role. Florenz Ames repeated as Inspector Queen, with Eve Miller, Alan Mowbray, Ralph Dumke and Kurt Katch also appearing in the pilot, entitled "One Week to Live."

On March 10, 1968, the following information was received from the Bureau of the Federal Reserve Bank of New York:

The New York office has been advised by the New York City Police Department that a person who had been identified as having been involved in the activities of the Black Liberation Movement, had been seen at the New York City Police Department on March 10, 1968.

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1. The above information was obtained from the files of the FBI, New York Office, and is being furnished to you for your information. The information was obtained from the files of the FBI, New York Office, and is being furnished to you for your information.

1. The first of these is the fact that the majority of the population of the United States is of European descent. This is a fact which has been recognized by the government and the people of the United States for many years. It is a fact which has been recognized by the government and the people of the United States for many years.

THE UNIVERSITY OF CHICAGO

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FILM REPORT(Cont'd)

REVUE PRODUCTIONS ANNOUNCES NEW SCHEDULE, with shooting of several series to resume in April. On the new schedule are 35 films for Chevron Theater, budgeted at \$500,000; 26 Kit Carson films for the Coca-Cola company, budgeted at \$500,000 and 26 of Ray Milland's series for General Electric, budgeted at \$750,000.

DOC CORKLE SERIES PAYING OFF ON ACTORS CONTRACTS, with first two settled those of Eddie Mayehoff, who appeared in the title role, and Arnold Stang. Mayehoff reportedly received \$50,000 and Stang \$10,000 in settlement of their contracts with Freeman Keyes, the packager. Corkle was cancelled by Reynolds Metals after four weeks, and was replaced by Mr. Peepers on the NBC-TV net. Other actors who were under 39-week contract to Keyes, and still to be settled with, are Billie Burke, Hope Emerson and Connie Marshall.

TABAKIN REMOVED FROM "UNFAIR" LIST by the Hollywood Film Council, AFL. The punitive action was originally taken when Tabakin produced six films in the Affairs of China Smith series (starring Dan Duryea) in Mexico City. Since, he has agreed to confine his future TV film production to the U.S.

NEWS DIGEST

NEW YORK AREA TV NIELSEN RATINGS for 4 weeks ending February 7, from a cross-section of non-telephone and telephone homes in 21 counties within a 50 mile radius of NYC:

	No. of Telecasts	% Homes	Homes(000)
I Love Lucy	4	70.2	2,310
Talent Scouts	4	49.7	1,635
Godfrey & Friends (Liggett&Myers)	4	44.1	1,451
Dragnet	4	42.7	1,405
Colgate Comedy Hour	4	37.7	1,240
Texaco Star Theater	3	37.5	1,234
Godfrey & Friends (Toni)	2	36.1	1,188
Strike It Rich	4	35.8	1,178
Godfrey & Friends (Pillsbury)	2	34.8	1,145
You Bet Your Life	4	34.7	1,142

(Nielsen has reinstated home percentage figures)

ABC NETWORKS ADOPT NEW TRADEMARK; CHANGE NYC CALL LETTERS. The new ABC signature and trademark is an American Eagle on a "Federal Mirror." Starting March 1, the ABC Eagle will be shown as the network's identification signature on all its telecasts and will be used on the network's radio and television equipment and buildings from coast-to-coast. On the same date, ABC will change the call letters of its owned radio & television stations in NYC to WABC, WABC-FM and WABC-TV, these stations having formerly been known as WJZ, WJZ-FM and WJZ-TV.

JOAN CAULFIELD SIGNED FOR COMEDY SERIES, My Favorite Husband, which is scheduled for Fall production. Based on the original Isabel Scott Rorick stories, "Mr. and Mrs. Cugat" and "Outside Eden," Miss Caulfield will appear as the glamorous but scatterbrained wife of a successful bank executive. Norman Tokar will direct the series which will be telecast live from Hollywood.

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NEWS DIGEST(Cont'd)

WESTINGHOUSE PURCHASES WPTZ, PHILADELPHIA, FROM PHILCO, subject to FCC approval, for a reported price of \$8,500,000. Westinghouse will operate the station in conjunction with its Philadelphia radio stations, KYW and KYW-FM, WPTZ already having studios in the KYW building. Philco will henceforth devote more time to its electronic research projects. WPTZ, an NBC affiliate, began experimental operations in 1932, and was the third commercial TV station in the U.S. when given an FCC permit in 1941. It reportedly grossed nearly \$4 million and netted almost \$2 million in 1952. The \$8,500,000 sale price topped by \$2,500,000 the previous high of \$6 million paid by CBS for station WBKB(TV), Chicago. Westinghouse also owns and operates WBZ-TV, Boston, and has an application pending for TV stations in Pittsburgh and Portland, Oregon.

NEW NETWORK AFFILIATIONS: To CBS-TV: KEYT (Ch 3), Santa Barbara, California, effective April 1; and WBAY-TV (Ch 2), Green Bay, Wisconsin, effective March 15.

PERSONNEL CHANGES: Edward F. Libby, formerly with the U.S. Marine Corps in Washington, D.C. as radio-TV officer, has joined Harold C. Meyers Productions, radio-TV packagers, as sales representative and producer. Prior to being recalled to active duty with the Marines, Libby was sports director of WKRC, the CBS radio affiliate in Cincinnati.....Maitland Jones has resigned as vice president and copy chief of Lennen & Newell.....John Mather Lupton, president of the NY advertising agency of the same name, has been named chairman of the 1953 Red Cross fund campaign's advertising and services committee.....Milton Carlson has resigned as vice president in charge of radio & TV of Western Advertising, Los Angeles. He has sold his interest in the firm to Edward E. Keeler, president. Edward Lytle, formerly account executive at KFXM, San Bernardino, becomes radio-TV director at Western.....Dick Campbell, announcer at KOTV, Tulsa, has been named program director of the station.

David W. White has joined the Los Angeles office of the Roy S. Durstine, Inc. Advertising Agency as an account executive. He was a producer of radio and television shows at BBD&O for the past 18 years.....Roy Campbell, Jr., chairman of the plans board in Foote, Cone & Belding's Chicago office, and a vice president and director of the agency, is moving to the firm's New York office as a member of the management group.....Edward Coughlin has joined WOR-TV, New York, as account executive in the sales department. He was formerly sales representative for Edward Petry & Co, station representatives.....Nat Shohalter has been appointed Director of Public Relations for WATV, Newark. He has been associated with the station for the past two years as Assistant Director of Educational Activities.

George Klayer has been named western sales manager for the CBS-TV network, succeeding George J. Arkedies, who was named sales manager of WBBM-TV, Chicago, newly acquired CBS-TV affiliate. Klayer has been an account executive in the network's NY sales department.....R. W. Wassenberg has been appointed program manager of KPIX, San Francisco, replacing Sandy Spillman, who resigned to join Winroux Productions.....Herbert Telson, formerly with Schwerin Research, has joined the DuMont network's research department.....Carl Tillmans, formerly with C. E. Hooper, has joined the Paul Raymer Co., station representatives, as sales research and promotion manager.....Stanley D. Browne has joined KTTV, Hollywood, as account executive handling industrial, financial and general accounts.....Ray Jones, formerly with the CBS-TV sales department, has resigned to join KGUE-TV, Galveston-Houston, Texas, as assistant to the president.

TALENT SHOWSHEET MARCH 2-8, 1953

PROGRAM	NET TIME (EST)	TALENT ROSTER
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Most of the shows on February 27, 28 & March 1 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, March 6. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY FEBRUARY 27
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|                                        |          |                                                                                                          |
|----------------------------------------|----------|----------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)            | CBS 8pm  | <u>Papa &amp; The Children's Party</u> - (O) by Jerome Ross; with regulars & Butch Cavell; (SD)          |
| <u>Dark Of Night</u><br>(Carl Low)     | DuM 8:30 | Grant Sullivan, Betty Lou Holland, Dora Sayers, Robert Middleton, Joel Ashley, Henry Barnard, Carl White |
| <u>Aldrich Family</u><br>(Bobby Ellis) | NBC 9:30 | <u>School Play</u> - (O) by Bud Grossman; with regulars & Bob Hastings, Nancy Lee, Ben Lackland; (SD)    |

SATURDAY FEBRUARY 28  
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<u>Big Top</u> (Jack Sterling)	CBS 12N	Duran & His Argentine Dogs; Les Hildalys (aerial) The Nemeths (perch)
<u>Invitation Playhouse</u>	WCBS 6:15	<u>Jealousy</u> - with Danna McGraw, John Larch, William Kline, Doris Carr (SW & SD, FILM)
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Betty Ann Grove (S), The Honey Dreamers (S), Jack Whiting (D)
<u>Your Show Of Shows</u> (Caesar & Coca)	NBC 9pm	Jan Sterling, guest hostess; The Calgary Brothers (panto), Jimmy Nelson (ventriloquist) & regulars except for vacationing Caesar & Coca
<u>This Is Show Business</u> (Clifton Fadiman)	CBS 9pm	Arlene Francis, guest panelist; John Raitt (S), Dave Barry (C), Gloria Gilbert (D)

SUNDAY MARCH 1
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|                                                  |           |                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Invitation Playhouse</u>                      | WCBS 2:30 | <u>The Hard Way</u> - with Dani Sue Nolan, Jan Kayne, Bill Erwin; (SW & SD, FILM)                                                                                                                                                                                                   |
| <u>Lilli Palmer</u>                              | WCBS 2:45 | Ernst Toch (composer) (FILM)                                                                                                                                                                                                                                                        |
| <u>Lamp Unto My Feet</u><br>(Dr. Lyman Bryson)   | CBS 3pm   | <u>To Live In Peace</u> - (O) by Palmer Thompson; with Douglas Rutherford, Jim Gannon, Berry Kroeger; SD                                                                                                                                                                            |
| <u>Hallm'k Hall Of Fame</u><br>(Sarah Churchill) | NBC 5pm   | <u>The Accused</u> - (O) by William L. Stuart; with Sarah Churchill, Howard Erskine, Rikel Kent, John Craven, Fred Irving Lewis, Janet Paul, Roni Dengel, Winfield Hoeny, Gordon Dilworth, Jim Rafferty, Doug Rodgers, Gladys Klark, Doe Avedon, Will Hussung, Herbert Ratner; (SD) |
| <u>Super Circus</u><br>(Claude Kirchner)         | ABC 5pm   | Wayne Griffin (wrestler), Vernell & Coriel (jugglers), The Carletons (balancing), Ilgi Zavataas & His Trick Dogs, The Orantos (perch)                                                                                                                                               |
| <u>You Are There</u><br>(Walter Cronkite)        | CBS 6pm   | <u>The Execution Of Joan Of Arc</u> - (O) by Jeremy Daniel; with Kim Stanley, Robert Pastene, Bramwell Fletcher, Frederick Rolf, E.G. Marshall, Robert Middleton, Martin Gabel, Arthur Tell, Mili Starr, Doris Roberts                                                              |

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF PLANT INDUSTRY

REPORT OF THE  
COMMISSIONER OF PLANT INDUSTRY  
FOR THE YEAR 1911

ANNUAL REPORT OF THE  
COMMISSIONER OF PLANT INDUSTRY

For the year ending June 30, 1911  
The following is a summary of the work of the Bureau of Plant Industry during the year 1911. The Bureau has been very busy in the past year, and has accomplished much of its work. The following is a summary of the work of the Bureau during the year 1911.

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|----------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Roy Rogers &amp; Dale Evans</u>                 | NBC 6:30   | Hank Patterson, Jean Harvey, Fred Graham, Henry Wills, Harry Harvey, Frank Jaquet; (SW & SD, FILM)                                                                                                                                                 |
| <u>Red Skelton</u>                                 | NBC 7pm    | Mills Brothers (S)                                                                                                                                                                                                                                 |
| <u>Opera Cameos</u>                                | WPIX 7:30  | <u>Tosca</u> - by Giacomo Puccini; with Rina Telli, John Rossi, Rudolph Petrak (all S)                                                                                                                                                             |
| <u>Private Secretary</u><br>(Ann Sothern)          | CBS 7:30   | Ross Elliott (FILM)                                                                                                                                                                                                                                |
| <u>Mr. Peepers</u><br>(Wally Cox)                  | NBC 7:30   | regulars & Heywood Hale Broun; (SW) by Jim Fritzell & Everett Greenbaum; (SD)                                                                                                                                                                      |
| <u>Toast Of The Town</u><br>(Ed Sullivan)          | CBS 8pm    | Helen Gallagher (D); Humphrey Bogart & June Allison in film clip from <u>Battle Circus</u> ; Johnnie Ray (S), Betty & Jane Kean (C), The Carzonis (acro), Joe Termini (C), Bevo Francis (basketball), John Bradcia (D)                             |
| <u>Colgate Comedy Hour</u><br>(Bob Hope)           | NBC 8pm    | George Jessel (C), Robert Alda, Constance Moore (S), Les Brown & Orch.; Prod & Dir by Al Capstaff; TV Dir - Jim Jordan, Jr.; Art Dir - Don Shirley; Choreog - Nick Castle; (SW) by Jack Douglas, Les White, John Rapp, Charles Lee (FROM NEW YORK) |
| <u>Gen. Electric Theater</u>                       | CBS 9pm    | <u>Best Seller</u> - (O) by David Doehm; with Sir Cedric Hardwicke, Diana Lynn, Sheldon Leonard, John Dodsworth, Dayton Lummis, Barbara Morrison, Evelyn Ankers, Catherine Gilmore (FILM)                                                          |
| <u>Rocky King</u><br>(Roscoe Karns & Earl Hammond) | DuM 9pm    | <u>King's Gambit</u> - (O) by Susan Stevens; with Kevin O'Morrison, Boris Aplon, Betty Beuhler, Ken Konopka, Allen Nourse; (SD)                                                                                                                    |
| <u>Goodyear TV Playhouse</u>                       | NBC 9pm    | <u>The Trip To Bountiful</u> - (O) by Horton Foote; with Lillian Gish, John Beal, Eileen Heckart, William Hansen, Will Hare, Eva Marie Saint, Frank Overton; (SD) by Vincent Donehue                                                               |
| <u>Alan Young</u>                                  | CBS 9:30   | add: Nat Perrin as producer & Norman Tokar as director (FROM HOLLYWOOD)                                                                                                                                                                            |
| <u>Plainclothes Man</u><br>(Ken Lynch)             | DuM 9:30   | <u>The Unknown Couple</u> - with Floyd Buckley, Tony Carr, Geraldine Hanning, Remo Pisani; (SW & SD)                                                                                                                                               |
| <u>The Web</u>                                     | CBS 10pm   | <u>The Real Thing</u> - (O) by Will Jenkins, (A)- Helene Hanff; with Brandon de Wilde, Russell Hardie, William Zuckert, Alfred Hopson, Susan Hallaran, Frederick de Wilde, Charles Rae King, Jim Zerneck; (SD) by Lela Swift                       |
| <u>Arthur Murray Party</u><br>(Kathryn Murray)     | DuM 10pm   | Robert Merrill (S), Florence Desmond (C), Peter Birch (D), Helen O'Connell (S)                                                                                                                                                                     |
| <u>The Doctor</u><br>(Warner Anderson)             | NBC 10pm   | <u>The World Of Nancy Clark</u> - (O) by Henry Misrock; with Lydia Reed, Rosemary Harris, Augusta Dabney, Donald Briggs, James Cardwell, Charlotte Knight, Kate Tomlinson, Annette Erlanger, Jim Bender, George Douglas; (FILM)                    |
| <u>Adolphe Menjou's Favorite Story</u>             | WNBT 10:30 | <u>The Fury</u> - (O) Paul Heyse, (A) by Lawrence & Lee; with Wanda Hendrix, John Kellogg, Paul Guilfoyle, David Leonard, Michael Vallon, Norman Rice; Dir by Lewis Allen (FILM)                                                                   |



MONDAY MARCH 2  
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<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>A Model Young Woman</u> - with Vanessa Brown, John Graham, James Lee; (SW & SD)
<u>Lux Video Theater</u>	CBS 8pm	<u>A Time For Heroes</u> - (O) by Rod Serling; with Dennis O'Keefe, Kenneth Walken, Paul Tripp, Marian Seldes, Gene Steiner, Jean Stapleton; (SD) by Fielder Cook
<u>I'm The Law</u> (George Raft)	DuM 8pm	<u>The Model Agency Story</u> - with Sheila Ryan (SW & SD, FILM)
<u>Talent Scouts</u> (Arthur Godfrey)	CBS 8:30	Velma Carey (S), The Harmaniacs (M)
<u>Voice Of Firestone</u> (Howard Barlow)	NBC 8:30	Ferruccio Tagliavini (S)
<u>The Big Idea</u> (Donn Bennett)	DuM 9pm	Leta Bonyng, Vince O'Brien
<u>H'wood Opening Night</u> (Jimmie Fidler)	NBC 9pm	<u>The Invited Seven</u> - (O) by Weldon Fane; with Boris Karloff (FROM HOLLYWOOD)
<u>Robert Montgomery</u>	NBC 9:30	<u>Betrayed</u> - (O) by John D. MacDonald, (A) by Gail Ingram; with Jane Wyatt, Richard McMurray, Marc Cramer, Ted Osborne, Stuart MacIntosh, Jim Bender, Louis Lytton; (SD) by Herbert Bayard Swope, Jr. (Patric Knowles substitutes for vacationing Montgomery)
<u>Red Buttons</u>	CBS 9:30	Connie Russell (S), James Nolan, Bibi Osterwald, James Carew, Ruth Gates & regulars
<u>Studio One</u>	CBS 10pm	<u>My Beloved Husband</u> - (O) by Philip Loraine, (A) by Robert Wallsten; with Fletcher Markle, Mary Alice Moore, Ruth Warrick, Anthony Ross, Elizabeth Johnson, Anne Seymour, Carl Frank, Zarah Cunningham, Louise Paget; (SD) by Franklin Schaffner
<u>Who Said That?</u> (Walter Kiernan)	NBC 10:30	Janis Carter, Gene Lockhart, Bob Considine (NET EXCEPT WNBT)
<u>Dangerous Assignment</u> (Brian Donlevy)	WNBT 10:30	<u>The Briefcase Story</u> - (O) by Robert S. Ryf & Al Ward, Jr.; with Don Dillaway, Eric Feldary, Richard Gaines, David Leonard, Laura Mason, Max Willenz; (SD, FILM)

TUESDAY MARCH 3
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|                                                  |         |                                                                                                                                                                                                      |
|--------------------------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Texaco Star Theater</u><br>(Milton Berle)     | NBC 8pm | Gertrude Berg, Arlene McQuade, Eli Mintz                                                                                                                                                             |
| <u>Fireside Theater</u><br>(Frank Wisbar)        | NBC 9pm | <u>Grey Gardens</u> - (O) by Lindsay Hardy; with Arthur Franz, Frances Gifford, Fay Roope, David Bruce, Charles Meredith, George Eldridge, Keith Richards, Guy Kingsford, Howard Cushman; (SD, FILM) |
| <u>Crime Syndicated</u><br>(Herbert R. O'Connor) | CBS 9pm | <u>Silent Partner</u> - (O) by Paul Monash; with Murvyn Vye, Robert Simon, Russell Hardie, Leonard Bell; (SD)                                                                                        |

THE UNITED STATES OF AMERICA  
DEPARTMENT OF THE ARMY  
OFFICE OF THE ADJUTANT GENERAL

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1. The purpose of this document is to provide information regarding the procedures for the procurement of supplies and services. This document is intended for use by all personnel involved in the procurement process.

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2. The procurement process is a complex one, involving many steps and a large number of personnel. It is essential that all personnel involved in the process understand their roles and responsibilities, and that they follow the procedures outlined in this document.

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3. The procurement process is a continuous one, and it is essential that all personnel involved in the process remain up-to-date on the latest procedures and regulations. This document will be updated as necessary to reflect changes in the procurement process.

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4. The procurement process is a critical part of the Army's operations, and it is essential that it be carried out in a timely and efficient manner. This document provides the information necessary to ensure that the procurement process is carried out in a manner that meets the Army's needs.

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TUESDAY MARCH 3 (Cont'd)

|                            |            |                                                                                                                                                                                           |
|----------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Armstrong o Theater</u> | NBC 9:30   | <u>The 29th Theme</u> - (O) by Jeanne Warner & Frank O'Neill; with Gene Lyons, Cynthia Stone, Perry Fiske, Mary Johnson; (SD)                                                             |
| <u>Suspense</u>            | CBS 9:30   | <u>The Kiss-Off</u> - (O) by John P. Foran, (A) by Richard Lortz; with Jack Palance, Virginia Baker, Peter Hobbs, Victor Thorley, Alan Tower, Harry Davis, Janet Fox, Leonard Barry; (SD) |
| <u>Danger</u>              | CBS 10pm   | <u>Mortal Enemy</u> - (O) by Anne Green; with Murray Hamilton, Shirley Standlee, Augusta Dabney, Thomas Chalmers, Julie Bean; (SD)                                                        |
| <u>Demi-Tasse Tales</u>    | WCBS 10:30 | <u>Wedding Morning</u> - with William Frawley, Allene Roberts, Nana Bryant, Ted Osborne, Michael Hale<br>Prod & Dir by Frank Woodruff (FILM)                                              |

WEDNESDAY MARCH 4

|                                               |            |                                                                                                                                                                                                                                                              |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>A Date With Judy</u><br>(Mary Linn Beller) | ABC 7:30   | regulars & Peggy Allenby, Donald Keyes, Gerald Milton; (SW & SD)                                                                                                                                                                                             |
| <u>Cavalcade Of America</u>                   | NBC 8:30   | <u>Experiment At Monticello</u> - (O) by Brown Holmes; with Grandon Rhodes, Raymond Greenleaf, Donald Randolph, Barbara Woodell, Morgan Farley, John R. Hamilton; Dir by Jules Bricken (FILM)                                                                |
| <u>Kraft TV Theater</u>                       | NBC 9pm    | <u>My Brother's Keeper</u> - (O) by George Roy Hill; with George Roy Hill, James Gregory, John Connell Andrew Duggan, Harry Townes, Eddie Binns, Peter Fernandez, Jamie Smith, Rod Steiger, Leon Gonzalez, John O'Hare, Fred Lightner; (SD) by Maury Holland |
| <u>Man Against Crime</u><br>(Ralph Bellamy)   | CBS 9:30   | <u>The Iceman</u> - (O) by Stanley Niss; with Scott McKay, Charles Campbell, James Goodwin, Patricia Ferris, Joseph Boland, Leonard Yorr; (SD, FILM)                                                                                                         |
| <u>Douglas Fairbanks</u>                      | WNBT 10:30 | <u>Thought To Kill</u> - (O) by Selwyn Jepson; with Ernest Thesiger, James Thompson, Brian Worth, Eileen Moore, John Veer, Henry Longhurst, Dorothy Gordon; Dir by Leslie Arliss (FILM)                                                                      |

THURSDAY MARCH 5

|                                                        |          |                                                                                                                                                                                                    |
|--------------------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Chance Of A Lifetime</u><br>(Dennis James)          | ABC 8:30 | Constance Moore (S)                                                                                                                                                                                |
| <u>Amos 'n' Andy</u><br>(Tim Moore & Spencer Williams) | CBS 8:30 | Willa Pearl Curtis, Zelda Cleaver, Monette Moore & regulars; (SW & SD, FILM)                                                                                                                       |
| <u>T Men In Action</u><br>(Walter Greaza)              | NBC 8:30 | <u>The Case Of The Well-Heeled Lady</u> - (O) by Albert Aley; with Jean Carson, Truman Smith, Jean Hayworth, Arny-Freeman, Joe Helgesen, Amy Douglass, Leonard Yorr; (SD)                          |
| <u>Ford Theater</u>                                    | NBC 9:30 | <u>Madame .44</u> - (O) by Michael Foster, (A) by John Tucker Battle; with Yvonne de Carlo, Philip Carey, Kathryn Givney, Donald Randolph, Harry Shannon, Arthur Space, Zon Murray, Al Hill (FILM) |

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THURSDAY MARCH 5 (Cont'd)

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<u>Martin Kane</u> (Lee Tracy)	NBC 10pm	Dorothy Donohue, Frank Maxwell, Jay Barney, Gavin Gordon, Luis Van Rooten, Michael Galloway
<u>I've Got A Secret</u> (Garry Moore)	CBS 10:30	Diana Lynn, guest; Faye Emerson, Henry Morgan, Bill Cullen, Jayne Meadows
<u>Foreign Intrigue</u> (Jerome Thor & Sydna Scott)	WNBT 10:30	<u>F I In The Science Conference</u> - (O) by J. C. Sheers; with Lauritz Falk, Borje Mellvig, Jan Molander, Lars Lennartson; Dir by Marcelle Cravenne (FILM)

FRIDAY MARCH 6

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|                                     |           |                                                                                                                                                                                                     |
|-------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Meet Betty Furness</u>           | CBS 10:45 | Mercedes McCambridge, Fletcher Markle                                                                                                                                                               |
| <u>Schlitz Playhouse</u>            | CBS 9pm   | <u>Big Jim's Boy</u> - (O) by Robert J. Shaw; with Jac-<br>kie Cooper, Harry Shannon, Morgan Farley, Phyl-<br>lis Avery, Kit Guard, Edgar Dearing, Dan Barton; (SD) by Ted<br>Post (FILM)           |
| <u>Big Story</u><br>(Robert Sloane) | NBC 9pm   | <u>Chester A. Potter, Pittsburgh Press</u> - (O) by<br>Max Ehrlich; with Robert McQueeney, Lewis<br>Charles, Royal Beal, Jack Klugman, Jean Tighe, Larry Haines,<br>Jack Warden, Donald Keyes; (SD) |
| <u>Tales Of Tomorrow</u>            | ABC 9:30  | <u>The Fury Of The Cocom</u> - (O) by Frank de Felitta;<br>with Nancy Coleman, Peter Capell, Cameron Prud-<br>'homme; (SD)                                                                          |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 27 THROUGH FRIDAY MARCH 6

|                                                |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Today</u><br>(Dave Garroway)                | NBC 7pm   | Tu - Staats Cotsworth, Anne Elstner, Karl Swen-<br>son, Lucille Wall (Soap opera actors)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>Strike It Rich</u><br>(Warren Hull)         | CBS 11:30 | F - Betty Ann Grove (S); M - Lucy Monroe (S);<br>W (am) - Arthur Mayer (author); F - Anne Bollin-<br>ger (S); (Randy Merriman substitutes for vacationing Hull<br>Mar 2-6                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <u>Garry Moore</u>                             | CBS 1:30  | F 3/6 - George Gobel (C)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>Double Or Nothing</u>                       | CBS 2pm   | M thru F - Kill: Bert Parks; Add: Bud Collyer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <u>One Man's Story</u>                         | WABD 2:45 | M thru F - Joseph In Egypt - (A) from the Bible<br>by Jay Bennett; with Stewart Bradley; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <u>Kate Smith</u>                              | NBC 4pm   | F - <u>The Tricks Of The Trade</u> - (O) by Elliott<br>Drake, with Vicki Cummings; Ezio Pinza (S), Rus-<br>sell Swan (magic); M - Paul Sydell (animals), Margaret Truman<br>(S), Cy Coleman & Trio (M), Gloria Gilbert (D); Tu - The Ka-<br>teds (D), Five DeMarco Sisters (S), Jack Lane and the Love<br>Birds; <u>A Matter Of Honor</u> - (O) by Elliott Drake, with Paul<br>Douglas; W - Hoor & Byrd (D), Kukla, Fran & Ollie (FROM<br>CHICAGO); Th - Billy Taylor Trio (M), Andre Eglevsky & Melissa<br>Hayden in segment from <u>Swan Lake</u> , Senor Wences (ventriloquist);<br>The Cerneys (D), Martin Brothers (puppeteers), Ted Lewis (S) |
| <u>Do You Want To Be A*?</u><br>(Fred Robbins) | WOR 7pm   | F 2/27 - Harry James (M)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>Broadway Camera</u><br>(Frank Farrell)      | WPIX 7:15 | F 2/27 - Juliana Larson (S)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |



|                                           |            |                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Short, Short Drama</u><br>(Ruth Woods) | NBC 7:15   | Tu - <u>Calculated Risk</u> - (O) by William Asher & Jack Gusso; with Lisa Howard, Mary Alice Moore, James Gregory, Robert H. Harris; Dir by Will Jason; Th - <u>Act Of Bravery</u> - (O) by J. Hayes; with Richard Kiley, Ross Martin, Anna Minot, Truman Smith, Reed Brown, Jr.; Dir by David Rich (FILM) |
| <u>Broadway TV Theater</u>                | WOR 7:30   | M through F - <u>The Firebrand</u> - (O) by Edwin Justus Mayer; with Basil Rathbone, Claudia Morgan, Esmond Knight, Ernest Graves, Rosemary Pettit, Mary Welch, Wright King, Dora Merande, Gregory Morton; Staged by Gerald Savory; TV Dir by Robert Blum (Also Sat & Sun 3/7&8, 3-4:30)                    |
| <u>Perry Como</u>                         | CBS 7:45   | W - <u>The Ames Brothers</u> (S)                                                                                                                                                                                                                                                                            |
| <u>Mono-Drama Theater</u>                 | WABD 11:15 | M through F - <u>Wherever You Go</u> - (O) by Sam Hunter with Owen Jordan; (SD)                                                                                                                                                                                                                             |

SATURDAY MARCH 7

|                                          |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>NBC-TV Opera Theater</u>              | NBC 5pm  | <u>Sister Angelica</u> - (O) by Giacomo Puccini, English adaptation by NBC Opera Dept.; with Winifred Heidt, Ruth Kobart, Sandra Warfield, Joan Moynagh, Virginia Viney, Carol O'Hara, Florence Forsberg, Alice Fraser, Arleen Frank, Jean Ray, Dina Soresi, Jacqueline Langee, Rosalie Morasca, Helen Spina, Elsa Rosner, Jean Cacciola, Margaret Tynes, Frances Paige, Ethel Green, Katherine Bunn, Joyce Jones; Conductor - Peter Herman Adler; (SD) by Kirk Browning, assisted by John Bloch; Sets by William Molyneux; Costumes by Liz Gillelan; Asst. Conductor - Leo Meuller |
| <u>Jackie Gleason</u>                    | CBS 8pm  | <u>June Christie</u> (S)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>All Star Revue</u><br>(Jimmy Durante) | NBC 8pm  | <u>Carmen Miranda</u> , Cesar Romero (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <u>Balance Your Budget</u>               | CBS 10pm | Kill: Bert Parks; Add: Bud Collyer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

SUNDAY MARCH 8

|                                           |          |                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Omnibus</u><br>(Alistair Cooke)        | CBS 4:30 | <u>Lodging For A Night</u> - (O) by Robert Louis Stevenson, (A) by Robert Tallman; with Yul Brynner, John Cromwell; Olga Coelho (S); <u>The Love Affair Of The Inventor Of An Aerial Torpedo</u> - film; <u>Pimpinella</u> - Prod by William L. Snyder                                                                                                  |
| <u>Toast Of The Town</u><br>(Ed Sullivan) | CBS 8pm  | Victor Moore, Richard Widmark in film clip from <u>Destination Gobi</u> ; Vaughn Monroe (S), Lilli Palmer & Rex Harrison; Georgia Gibbs (S), Sam Levenson (C), Noonan & Marshall (C)                                                                                                                                                                    |
| <u>Philco TV Playhouse</u>                | NBC 9pm  | <u>The Rumor</u> - (O) by Thomas W. Phipps; with Patricia Collinge, Joan Larring, Leslie Nielsen, Addison Richards, Nelson Olmsted, Philip Truex, Frank Maxwell, Ellen Ward, Nell Harrison, Donald McClelland, Olive Blakeney, Bruce Gordon, Lin McCarthy, Pauline Myers, Hope Miller, Emory Richardson, Leon Daniels, Ray Julian; (SD) by Delbert Mann |
| <u>The Doctor</u><br>(Warner Anderson)    | NBC 10pm | <u>Googan</u> - (O) by Ben Radin; with Ernest Truex, Virginia Gilmore, Thomas Coley, Charles Taylor, Robert Emhardt, James Nolan, Vincent O'Brien (FILM, PREVIOUSLY ANNOUNCED FOR FEB. 22)                                                                                                                                                              |

(1)  $\text{H}_2\text{O} + \text{H}_2\text{O} \rightleftharpoons \text{H}_3\text{O}^+ + \text{OH}^-$

7. HOW TO MANIPULATE  
THE INFORMATION

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(b) The first and second pages of the document are marked "CONFIDENTIAL" and "SECRET" respectively.

1. The first of these is the fact that the  
2. second of these is the fact that the  
3. third of these is the fact that the  
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1. The first part of the document is a list of names and dates, which appears to be a roster or a list of personnel. The names are written in a cursive script, and the dates are written in a more formal, printed style. The list is organized into two columns, with names on the left and dates on the right.

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SECRET

SUNDAY MARCH 8 (Cont'd)

|                                                  |            |                                                                                                                                                           |
|--------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Arthur Murray Party</u><br>(Kathryn Murray)   | CBS 10pm   | Senor Wences (ventriloquist); Melvyn Douglas,<br>Polly Rowles & cast members in scene from <u>Time</u><br><u>Out For Ginger</u> - (O) by Ronald Alexander |
| <u>Adolphe Menjou's</u><br><u>Favorite Story</u> | WNET 10:30 | <u>The Strange Mr. Bartleby</u> - with John Lauri, Nor-<br>man Shelley, Naomi Chance, Eric Chitty; Dir by<br>John Guillermin; (SW) (FILM)                 |

TALENT AVAILABILITIES

NEW YORK

VICKI CUMMINGS - comedienne - AGT: George  
Morris, MU 8-0960

FELIX DEEBANK - recently in The Deep Blue  
Sea - AGT: Frances Head,  
PL 7-5959

PAUL DOUGLAS - AGT: William Morris, JU 6-  
5100

DONN DRIVER - "Og" in Finian's Rainbow,  
E.L.T. - AGT: Barry Brooks,  
BR 9-1958

CAROL GOODNER - leading lady of the stage-  
AGT: George Morris

BONITA GRANVILLE - film actress, currently  
in NY at the Pierre

SIR CEDRIC HARDWICKE - veteran actor -  
staying at Hotel Meurice

ANNE JEFFREYS appearing at the Waldorf  
with husband Robert Sterling - AGT:  
Louis Shurr, CH 4-8240

BARRY JONES - 7 Days To Noon actor now in  
Misalliance, moving to the  
Barrymore - PRESS: Phillip  
Bloom, CH 4-5185

DIANA LYNN - film ingenue - AGT: Wm Morris

VICTOR MOORE - stage & film comedian now  
starring in On Borrowed  
Time - PRESS: Karl Bern-  
stein, CI 6-0427

BETTY PAUL - English singing actress, lead  
in recent Maggie - AGT: Lieb-  
ling-Wood, VA 6-3714

JANICE RULE - Picnic ingenue - PRESS: Leo  
Freedman, CH 4-7250

DANNY THOMAS - opening at the Copa March 5  
- AGT: Wm Morris

CHICAGO

EILEEN BARTON - currently at the Chicago  
Theater - AGT: MCA, PL 9-  
7500 (NY)

JORGE BOLET - Cuban pianist - AGT: Colum-  
bia Artists, CI 7-6900 (NY)

FAITH BROOK ) now appearing in leads in  
RICHARD GREENE) Dial "M" for Murder at  
the Harris Theater - CON-  
TACT: Mgr, Harris

NICOLE HENRIOT - keyboard artist - AGT:  
Columbia Artists

PHIL SILVERS - star of Top Banana at the  
Great Northern - CONTACT:  
Theater Manager

KENT SMITH ) stars of Call Me Madame  
& at the Shubert - CONTACT:  
Theater Manager

ELAINE STRITCH)

THOMAS L. THOMAS - baritone - AGT: NCAC,  
PL 9-6000 (NY)

ST. LOUIS

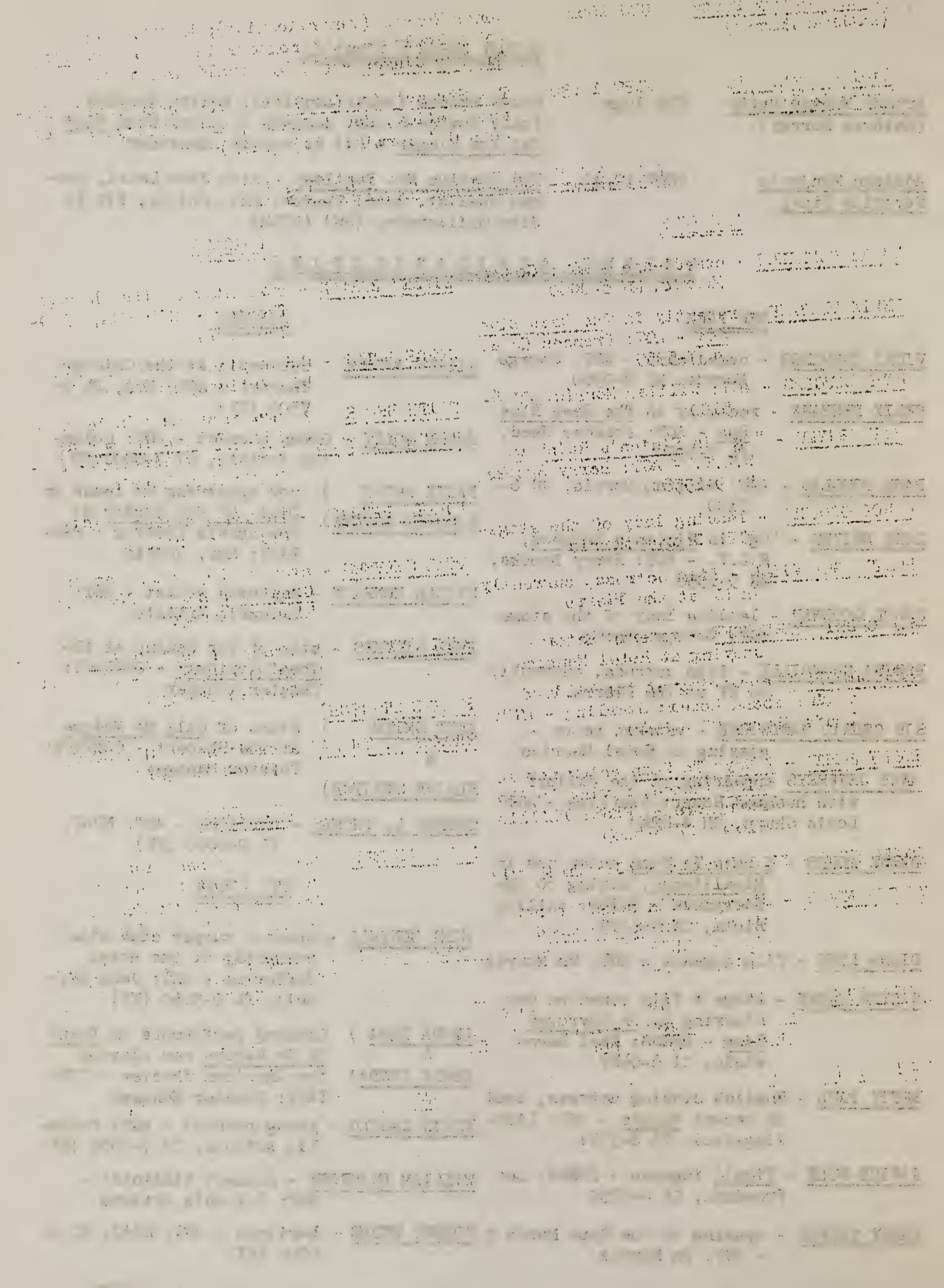
MIMI BENZELL - opera & supper club star  
currently at the Hotel  
Jefferson - AGT: Jack Ber-  
tell, PL 9-5260 (NY)

LEORA DANA ) Leading performers in Point  
& Of No Return now playing  
HENRY FONDA) the American Theater - CON-  
TACT: Theater Manager

ERVIN LASZLO - young pianist - AGT: Colum-  
bia Artists, CI 7-6900 (NY)

WILLIAM PRIMROSE - concert violinist -  
AGT: Columbia Artists

ROBERT WEEDE - baritone - AGT: NCAC, PL 9-  
6000 (NY)



# NETWORK AND LOCAL TV PROGRAMMING ANALYSES

| Scheduled program transmission for the week of: March 1-7 |      |                             |        |         |     |      |     |      |     |
|-----------------------------------------------------------|------|-----------------------------|--------|---------|-----|------|-----|------|-----|
|                                                           |      | Total Hours Network Service |        |         |     |      |     |      |     |
|                                                           |      | ABC                         |        | CBS     |     | DuM  |     | NBC  |     |
|                                                           |      | Comm                        | Sus    | Comm    | Sus | Comm | Sus | Comm | Sus |
| Time on-)                                                 | Live | 1½                          | 1*     | 7 3/4   | 4   | 1    | --  | 11   | 4   |
| 12 noon )                                                 | Film | --                          | --     | ½       | --  | --   | --  | --   | 5   |
| 12 noon-)                                                 | Live | 2                           | 1      | 16      | 7½  | 5    | 7¼  | 16   | 3   |
| 6:00 pm )                                                 | Film | --                          | --     | --      | --  | --   | --  | 1¼   | 1   |
| 6:00 pm )                                                 | Live | 7½                          | 7 3/4* | 18*     | 2   | 13½  | 6¼  | 17½  | 1   |
| time off)                                                 | Film | 2 3/4                       | 5¼     | 8       | --  | 1    | ½   | 7¼   | --  |
| TOTALS )                                                  | LIVE | 11                          | 9 3/4* | 41 3/4* | 13½ | 19½  | 13½ | 44½  | 8   |
| )                                                         | FILM | 2 3/4                       | 5¼     | 8½      | --  | 1    | ½   | 8½   | 6   |

\* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

## LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of March 1-7

| CITY          | STATION     | Total Hrs Trans | Net Hours Service | Live Hrs Loc Only | Nat'l Spots | Movie* Features |
|---------------|-------------|-----------------|-------------------|-------------------|-------------|-----------------|
| New York City | WABC-TV (A) | 95½             | 25¼               | 30                | 1¼          | 35½             |
| New York City | WCBS (C)    | 108             | 63¼               | 11¼               | 1¼          | 22 3/4          |
| New York City | WABD (D)    | 92¼             | 35                | 17 3/4            | 3           | 29½             |
| New York City | WNBT (N)    | 119¼            | 58½               | 27½               | 2½          | 19 3/4          |
| New York City | WPIX (I)    | 79              | --                | 45½               | 3/4         | 31½             |

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

THE  
OFFICE OF THE  
ATTORNEY GENERAL

STATE OF NEW YORK

IN SENATE

JANUARY 10, 1911

REPORT

OF THE

COMMISSIONER OF THE LAND OFFICE

FOR THE YEAR 1910

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THE UNIVERSITY OF THE STATE OF NEW YORK

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MARCH 8-14, 1953

VOLUME 5

NUMBER 10

EDITOR: Jerry Leichter  
ASSOC EDS: David B. Graham  
Alvin Sullum

# Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

## THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

### Sun(8)

NBC - 3:30-4pm; HIGHLIGHT; The City; from WNET(NY) to the net; Sustaining; Prod-Dir - Dee Engelbach, NBC-TV; Writer - Earl Hamner; Jane Pickens will portray the role of a Salvation Army worker in special dramatic program detailing the activities of a typical worker during a one-day span, with a cast including Eva Marie Saint, Nancy Devlin, Vinton Hayworth and Les Damon; Meredith Willson and his orchestra will be featured. Special program replaces Juvenile Jury this date only.

### Mon(9)

CBS - 11-11:30am Mon thru Sat; ORIGINATION CHANGE; There's One In Every Family; from KNXT(Hwood) to 20 sta & 1 kine; Sponsors - Participations: Columbia Records thru McCann-Erickson, Bymart, Inc thru Ruthrauff & Ryan, Eastco Co thru Ruthrauff & Ryan and Carter Products (from April 1) thru Ted Bates; Prod - Richard Lewine; audience participation show debuted in NY September 29, 1952; Dean Miller takes over as MC, replacing John Reed King, who was seen Monday thru Friday and Mike Wallace, Saturday. The show is one half-hour daily, except for Thursday, when it is seen from 11-11:15am only.

### Tue(10)

CBS - 8-9pm; HIGHLIGHT; Philadelphia Bulletin Forum; from WCAU-TV(Phila) to the net; Sustaining; Walter Cronkite will moderate the Seventh Annual Philadelphia Bulletin Forum discussion on "Congressional Investigations -- Safeguard Or Threat To Freedom?"; Dr. Arthur S. Flemming, acting director of the Office of Defense Mobilization, will deliver the keynote speech; other speakers will be Sen. James Duff of Pennsylvania; Major Joseph S. Clark, Jr., of Philadelphia; Lord Ismay, secretary-general of NATO; William J. Levitt, president, Levitt and Son; and James B. Carey, secretary-treasurer of the CIO.

### Thu(12)

ABC - 10:30-11pm; DEBUT; Quick as a Flash; from WABC-TV(NY) to 30 sta(approx); Sponsor - The Thor Corporation (washing machines, ironers & other home appliances) thru Henri, Hurst & McDonald; Pkgr-Prod - Bernard J. Prockter; Exec Prod - Dick Lewis; Dir - Eddie Nugent; disc-jockey Bobby Sherwood will MC audience participation quiz show in which four contestants will attempt to identify events being dramatized on the program; guest panelists for the first show will be Eva Gabor and Roger Price, plus two guests from the studio audience. Program will be seen alternate weeks only.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.



## NETWORK SPONSOR ACTIVITY

VITAMIN CORPORATION OF AMERICA (Rybutol & Juvenal) thru Kastor, Farrell, Chesley & Clifford; and SCHOLL MFG CO (Dr. Scholl's Sino-Pads & other products) thru Donahue & Coe) have bought segments of the Paul Dixon Show (DuM Mon thru Fri 3-4pm). SCHOLL has purchased the Monday 3:30-3:40pm segment effective March 16 for 13 weeks. VCA will sponsor the Wednesday 3:40-3:50pm segment on Wednesday, from March 18, also for 13 weeks.

CURTIS PUBLISHING CO (Saturday Evening Post, Holiday, Ladies' Home Journal) thru Batten, Barton, Durstine & Osborn will drop sponsorship of Keep Posted (DuM Tue 8:30-9pm) after program of March 31, following a 72-week association with the program, reportedly due to a change of advertising media.

LEVER BROS (Surf) thru N.W. Ayer, drops sponsorship of Hawkins Falls, Population 6,200 (NBC-TV Mon thru Fri 5-5:15pm) following two years with the program. This follows switching of the Surf account to BBD&O with the TV budget on the account being cut considerably.

PEARSON PHARMACAL (Ennds) thru Harry B. Cohen, drops sponsorship of Hollywood Opening Night (NBC-TV Mon 9-9:30pm) following program of March 23, and will replace it the following week with Eye Witness, to be produced by Robert Montgomery, in the same time slot. Ennds has also purchased the Saturday 7:30-8pm time slot on NBC-TV, and will probably buy One Man's Family for that opening.

## LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - NEW SCHEDULE, MARCH 2; (Monday thru Friday)

New York

6-6:15pm - Rootie Kazootie;

6:15-6:30pm - Filbert The Flea, children's show, starring Skipper Dawes, originating from WFIL-TV, Philadelphia (see Local Station Activity - 3/1/53)

6:30-7pm - Buster Crabbe Serials (live-MC'd by Crabbe, who plays the title role in the "Buck Rogers," "Flash Gordon," and "Red Barry" serials; other serials to be used on program are "Tim Tyler," "Don Winslow," and "Ace Drummond."

7-7:30pm - Bar 7 Ranch (utilizing newly acquired MPTV films), except Thursday, at which time The Range Rider will be seen.

John Reed King Show; DEBUT March 3; Mon thru Fri 12:30-1pm; Pkgr-Prod - John Reed King; Dir - Bill Beal WABC-TV; studio and viewing audience-participation show is sustaining.

WABD (Ch 5)  
NY

- Barry Gray Show; ADD SPONSOR; Mon thru Fri 11-11:15pm; Modernage Furniture Corp thru The Getschal Co has signed to co-sponsor the program for 13 weeks with the current sponsor, Sealy Mattress Co, also thru The Getschal Co.

WNBT (Ch 4)  
NY

- Little Theater; DEBUT March 3; Tue & Thu 7-7:15pm; Sustaining; two filmed dramatic vignettes will be used on each program. Distrib - The Tee Vee Co.

WOR-TV (Ch 9)  
NY

- Bobby Benson and the B-Bar-B Riders; NEW FEATURE March 9; Mon thru Fri 6:35-7pm; Sustaining; new feature will be an "Annie Oakley Quiz", with contestants chosen on the basis of letters received from juvenile listeners.

DECLASSIFIED BY: [redacted] DATE: [redacted]  
 AUTHORITY: [redacted]  
 REVIEWED BY: [redacted] DATE: [redacted]

Reportedly, the ship was of about 100 tons and was carrying a cargo of about 100 tons. The ship was seen on the night of March 31, 1961, and was associated with the program.

[illegible]

The following week with the witness,  
and will probably buy the plane's fuel  
each time after, Gunda has also been  
the following week with the witness.  
The witness (Gunda) was 9:30am (Gunda)  
in town (Gunda) (Gunda) (Gunda) (Gunda)

100-443887-100

[illegible][illegible]

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 1, 1861. It is a very important document, as it sets out the President's policy towards the South and the Union. The President states that he is committed to the Union and the Constitution, and that he will use all the power at his disposal to maintain the Union. He also states that he will not interfere with the rights of the States, but that he will not allow the States to secede from the Union.

1. The first of these is the fact that the program is a "one-time" effort. It is not a continuous program, but a one-time effort to establish a new program. This is a major factor in the program's success or failure.

1. The following information was obtained from the records of the Federal Bureau of Investigation, Bureau of Prisons, and the United States Department of Justice, regarding the activities of the following individuals:

[illegible]

LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - Meet Your Congress; DEBUT March 1; Sun 11-11:30pm; (ON FILM); Sponsor - Michael Bros; Pkgr-Prod - Blair Moody; new series is filmed in Washington by the former Michigan Senator, and features members of the U.S. Senate and House of Representatives in debate on leading political issues.

"Lili" Premiere; HIGHLIGHT March 9; Mon 8:30-9pm; Sponsor - Loew's Inc thru Donahue & Coe; Dir - Bob Busch; Asst Dir - Herb Homes; Tech Dir - Stanley Palasek; Jinx McCrary and Herb Shriner will interview "first nighters" at the opening of the new MGM film, "Lili", which stars Leslie Caron and Mel Ferrer; the proceeds of the premiere will go to the North Shore Hospital in Manhasset, L. I.

The Ted Steele Show; NEW TIME March 9; Mon thru Fri 4-6:30pm; Sponsor - Participations; show is being moved to time slot that will not interfere with the heavy schedule of Yankee & Giant baseball games, commencing April 13.

Station WPIX, effective March 5, increased its operating power to 100KW, which is four times greater than the previous operating power; the new power amplifiers were installed at a cost in excess of \$100,000.

WGN-TV(Ch 9) - Auto Show; HIGHLIGHT March 14 & 15; Sat 12n-2pm & Sun 3-4pm & 6-6:15pm; Sponsor - Participations (major passenger car & truck manufacturers); Prod Coordinator - Dick Von Albrecht; Dir - Dick Liesendahl; Jack Brickhouse will be on hand at the 45th annual Chicago Automobile Show to describe the show at the International Amphitheater.

WGN-TV has acquired four film packages: Boston Blackie and Times Square Playhouse from Ziv Television Programs; with Herbert Marshall appearing as host on the Playhouse series; Old American Barn Dance, from Kling Studios and Jackson and Jill, from Consolidated Television Sales.

NEWS DIGEST

I LOVE LUCY RATES FIRST IN 26 OF 27 CITIES covered in the January "TV-Hooperatings", coming in seventh in the Davenport-Rock Island-Moline area, where Colgate Comedy Hour(Bob Hope) was first. A total of 85 programs made the "First Fifteen" list in one or more of the 27 cities, but only Lucy and Comedy Hour placed in all of the 27.

ABC-TV SIGNS GEORGE JESSEL AS PRODUCER-PERFORMER, the long-term contract calling for Jessel to join the network on June 1. In addition to his exclusive services as a performer and producer in radio and television, he will also represent the network as a "goodwill ambassador" at public and private functions. Under terms of the contract, Jessel will be able to continue his motion picture work.

3 DUMONT PROGRAMS INCREASE COVERAGE, with Life Is Worth Living (Bishop Fulton J. Sheen) sponsored by the Admiral Corp., now being seen on 65 stations; Life Begins at Eighty, sponsored by Serutan, 50 stations and Rocky King, Detective, co-sponsored by American Chicle Co., 45 stations.

WEX-24(24 9)  
Chicago

Chicago Automobile Club to hold the show at the McCormick  
Building, 1200 North Dearborn, will be an event of the season.  
The show will feature the latest in automobile design and  
construction, and will include a display of the latest in  
automobile accessories and equipment. The show will be held  
from 10:00 a.m. to 5:00 p.m. on Saturday, June 10, and  
Sunday, June 11. Admission is free, and the show is open  
to the public.

Station WFLD, effective with the opening of the new  
building, which is now being constructed at a cost of \$1,000,000.  
The new power plant will be installed at a cost of \$500,000.  
The station will be moved to the new building on June 10.

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to the public.

## NEWS DIGEST(Cont'd)

ABC-TV ADDS 14 AFFILIATES, MAKING TOTAL OF 95 STATIONS ON NET. The new affiliates are: KSTL-TV(Ch 36), St. Louis; WBUF-TV(Ch 17), Buffalo; WENS(Ch 16), Pittsburgh; KGUL-TV(Ch 11), Galveston; WFTV(Ch 38), Duluth; KFDX-TV(Ch 3), Wichita Falls, Texas; WCOS-TV(Ch 25), Columbia, S.C.; KCBD-TV(Ch 11), Lubbock; WBKZ-TV(Ch 64), Battle Creek; WEEV-TV(Ch 33), Reading; WABI-TV(Ch 5), Bangor; WSUN-TV(Ch 38), St. Petersburg and WILK-TV(Ch 34), Wilkes-Barre.

TOAST OF THE TOWN TO PREMIERE 20TH-FOX FILMS as a regular monthly feature of Ed Sullivan's television show. The two-year contract calls for the presentation of highlight scenes from at least 24 Fox releases on the hour-long Sunday night show, with the sequences to run approximately six minutes. First picture to debut on the show will be "Destination Gobi" starring Richard Widmark and Don Taylor. The contract does not exclude product of other film companies. In the past Toast of the Town has shown such films as "The Happy Time" (Columbia); "The Quiet Man" (Republic), "Above and Beyond" (MGM), "Hans Christian Andersen" (Goldwyn) and "High Noon" (United Artists).

145 TV STATIONS ON AIR, according to an FCC report which listed nine new stations as having begun operations during the month of February. The Commission also announced that 54 stations had been granted licenses during February, the largest number for any one month since the lifting of the freeze last April.

TRICOLOR TUBE PATENT ISSUED TO DR. ALFRED N. GOLDSMITH, radio pioneer and NY consulting engineer, who has assigned the patent to the Radio Corporation of America. In the invention, the viewing face of a kinescope is covered with hundreds of thousands of elements of primary color phosphors (luminous material) - red, green and blue. A full color picture is reproduced by exciting the phosphor dots with precisely controlled and rapidly scanning electron beams. Dr. Goldsmith's patent describes and claims the "shadow-mask" feature whereby a perforated screen is mounted just behind the picture screen. The shadow-mask has one tiny perforation for each grouping of three primary color dots.

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## FILM REPORT

ALICIA MARKOVA TO STAR IN TV FILM SERIES, to be produced by Charles Kebbe for Oasis Productions, New York. Production of the series is scheduled to begin on the return of the prima ballerina from an appearance in London during Coronation festivities. Although Miss Markova will do some dancing on the program, the show will primarily be an interview-discussion show, similar to the Lilli Palmer series, which is also produced by Kebbe.

BARRY SULLIVAN TO STAR IN CRACKDOWN, second pilot film to be announced by ABC-TV. Music Corporation of America is currently producing the adventure melodrama which will be available for viewing by agencies and sponsors before the end of next month.

KLING PRODUCTIONS, CHICAGO, PLANNING COMEDY SERIES, to feature Henny Youngman, Ish Kabibble, Willie Shore, and a comedienne who is still to be selected. Henny Youngman originated the idea for the series, to be called First American Comedy Quartet and he is also starring in Youngmania, a solo series, for Kling.



## FILM REPORT(Cont'd)

STANLEY MURPHY TO FILM DIXIE DUGAN series, having obtained the comic strip character rights from the creator-owner of the property, J. D. McEvoy. Fred Freiburger and William Tunberg will adapt the stories for the TV series, production of which is scheduled to begin next month in Hollywood.

LASH OF THE WEST SOLD TO ABC BY GUILD FILMS. The program is currently being shown on a sustaining basis on several ABC stations, with the network hoping to sell it to a network sponsor. Thirteen of the quarter-hour films have already been completed, leaving 91 of the scheduled 104 still to be made.

## PERSONNEL CHANGES

Thomas E. Ervin has been named vice president and general attorney, heading off the latest list of NBC executive changes, which include the naming of Fred Shawn, presently director of production services, as director of program administration. Also at NBC, John Rayel, formerly talent and program coordinator, has been named television program manager. Rayel succeeds Carl Stanton, who has been appointed director of the film division.

Ernest Walling, who has been with WPTZ, Philadelphia, as program manager, has resigned, following the sale of the station to Westinghouse. He plans to set up his own talent-packaging agency in New York.....Norman Tokar, recently assigned as director of the forthcoming Joan Caulfield TV series, has been signed by CBS-TV to a staff producer-director contract.....John Bates has been made director of the radio-TV department of Lambert & Feasley, Inc.....George F. Maedel has been elected President of RCA Institutes, Inc., succeeding Major General George L. Van Deusen (USA, Ret), who retired on March 1.

Samuel Goldwyn, Jr., who has just finished a two-year tour of duty with the Army, has joined CBS-TV as producer in the News and Public Affairs Department.....Muky Munkacsi, named in 1951 by Esquire as one of the ten top photographers in the country, has joined the Still Photography Division of the Princeton Film Center, Princeton, N.J.....James T. Victory has joined the New York office of CBS Television Film Sales as an account executive.

George Gould has rejoined CBS-TV as a staff director, following a two-year absence during which time he directed Tom Corbett, Space Cadet for Rockhill Productions. At CBS, he has been assigned to their new "space" show, Rod Brown, Rocket Ranger.....Champ C. Humphrey, vice president and director of Gardner Advertising, has been appointed account executive on the Pet Milk Company account, succeeding Henry O. Whiteside who is leaving the agency field after 10 years association with the Gardner Company.....Harry H. Patterson has resigned as radio-TV director of Dowd, Redfield & Johnstone, New York, to join Harry B. Cohen Advertising, New York, as account executive.

Henry G. Little has been reelected president of Campbell-Ewald, Detroit and New York, and has been named chairman of the board to succeed the late Henry T. Ewald.....M. Oakley Bidwell has joined Campbell-Mithun, Inc., Minneapolis, as vice president and account supervisor. He was formerly with Benton & Bowles as vice president and contact supervisor on General Foods products.....Stephen Schaffer, formerly radio-TV director and account executive of the F. E. Ford Agency, Los Angeles, has resigned to join Yambert-Prochnow, Inc., Beverly Hills in a similar capacity.....Willard Hanes, who has been supervising Chevrolet commercials on the Dinah Shore Show for Campbell-Ewald, has been promoted to West Coast radio-TV director for the agency's Hollywood office.



TALENT SHOWSHEET MARCH 9-15, 1953

| PROGRAM                                                                                                                                                                                                                                                                                                                                                                                                             | NET TIME(EST) | TALENT ROSTER                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Most of the shows on March 6, 7, 8 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, March 13. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M). |               |                                                                                                                                                                                                        |
| FRIDAY MARCH 6<br>~~~~~                                                                                                                                                                                                                                                                                                                                                                                             |               |                                                                                                                                                                                                        |
| <u>Mama</u><br>(Peggy Wood)                                                                                                                                                                                                                                                                                                                                                                                         | CBS 8pm       | <u>Katrin Knows Best</u> - (O) by Thomas Coley & William Roerick; with regulars & Arthur Walsh, James Lee; (SD)                                                                                        |
| <u>Dark Of Night</u><br>(Carl Low)                                                                                                                                                                                                                                                                                                                                                                                  | DuM 8:30      | Mercer McLeod, Scott Tennyson, Michael Strong, Lee Krieger, Henry Sharpe, Sara Anderson; (SW&SD)                                                                                                       |
| <u>Aldrich Family</u><br>(Bobby Ellis)                                                                                                                                                                                                                                                                                                                                                                              | NBC 9:30      | <u>Sam Helps Out</u> - (O) by Bud Grossman; with regulars & Howard St. John, Anne Pearson, Doug McLean, Helen Shields; (SD)                                                                            |
| SATURDAY MARCH 7<br>~~~~~                                                                                                                                                                                                                                                                                                                                                                                           |               |                                                                                                                                                                                                        |
| <u>The Big Top</u><br>(Jack Sterling)                                                                                                                                                                                                                                                                                                                                                                               | CBS 12N       | Marsha Hunt (animal act), Six Boginos (jugglers), The Roulettes (roller skating), Eve Walker (trapeze)                                                                                                 |
| <u>Dick Tracy</u><br>(Ralph Byrd)                                                                                                                                                                                                                                                                                                                                                                                   | WNBT 6pm      | <u>B.O. Plenty's Folly</u> - (O) by Robert Leslie Bellem; with Joe Devlin, Cy Jenks, Almira Sessions, Paul Maxey, Norman Rice, Skelton Knaggs, Leander De Cordova, Carl Davis; Dir by Nate Watt (FILM) |
| <u>Invitation Playhouse</u>                                                                                                                                                                                                                                                                                                                                                                                         | WCBS 6:15     | <u>People At Sea</u> - with Catherine McLeod, Craig Woods (SW & SD) (FILM)                                                                                                                             |
| <u>Stork Club</u><br>(Sherman Billingsley)                                                                                                                                                                                                                                                                                                                                                                          | CBS 7pm       | Les Paul & Mary Ford (S-M), Leslie Caron, David Atkinson (S)                                                                                                                                           |
| <u>This Is Show Business</u><br>(Clifton Fadiman)                                                                                                                                                                                                                                                                                                                                                                   | CBS 9pm       | Steve Allen substitutes for ailing George S. Kaufman as panelist; Kathryn Murray, guest panelist; performers: Phil Foster (C), Lou Wills, Jr. (D), Dorothy Loudon (S)                                  |
| <u>Your Show Of Shows</u><br>(Caesar & Coca)                                                                                                                                                                                                                                                                                                                                                                        | NBC 9pm       | Wally Cox (C), Dave Garroway & regulars except for vacationing Caesar & Coca                                                                                                                           |
| SUNDAY MARCH 8<br>~~~~~                                                                                                                                                                                                                                                                                                                                                                                             |               |                                                                                                                                                                                                        |
| <u>Tootsie Hippodrome</u>                                                                                                                                                                                                                                                                                                                                                                                           | ABC 12N       | Jim Lynch (archer)                                                                                                                                                                                     |
| <u>Invitation Playhouse</u>                                                                                                                                                                                                                                                                                                                                                                                         | WCBS 2:30     | <u>Happiness</u> - with George Stern, Jan Kayne; (SW & SD, FILM)                                                                                                                                       |
| <u>Lamp Unto My Feet</u><br>(Dr. Lyman Bryson)                                                                                                                                                                                                                                                                                                                                                                      | CBS 3pm       | <u>Land Of The Liver Tea</u> - (O) by Palmer Thompson; Jack Edwards, Mary Patton, Doris Rich, Lynn Thatcher                                                                                            |
| <u>Super Circus</u><br>(Claude Kirchner)                                                                                                                                                                                                                                                                                                                                                                            | ABC 5pm       | The Noble Trio, Tom Parris Trio (both acro), Grace McIntosh (trapeze), "Tony, the Bonzo Kid"                                                                                                           |
| <u>ROSS REPORTS - 3/8/53</u>                                                                                                                                                                                                                                                                                                                                                                                        | - Page 6 -    | <u>TALENT SHOWSHEET (more)</u>                                                                                                                                                                         |



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TALENT SHOWSHEET (more)

*[The page contains extremely faint, illegible text, likely bleed-through from the reverse side. The text is organized into several paragraphs and includes what appears to be a list or index of items, possibly names and dates. Some words are difficult to decipher but may include "List", "Name", "Date", "Address", "Occupation", etc.]*

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|                                                |            |                                                                                                                                                                                                                                     |
|------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>I'm The Law</u><br>(George Raft)            | DuM 8pm    | <u>The Powder Box Smuggling Story</u> - with Jean Willes (FILM)                                                                                                                                                                     |
| <u>Paul Winchell &amp; Jerry Mahoney</u>       | NBC 8pm    | Betty Ann Grove (S), The Heathertones (S), Eddie Bracken & regulars                                                                                                                                                                 |
| <u>Lux Video Theater</u>                       | CBS 8pm    | <u>One Of Those Things</u> - (O) by Anne Howard Bailey; With Nancy Guild, Donald Cook, Louise Albritton, Will Hare, Louise Buckley, Janet Fox; (SD) by Richard Goode                                                                |
| <u>Voice Of Firestone</u><br>(Howard Barlow)   | NBC 8:30   | Hilde Gueden (S)                                                                                                                                                                                                                    |
| <u>Talent Scouts</u><br>(Arthur Godfrey)       | CBS 8:30   | Mary Lou Boyd (S), The Four Bards (S), Leslie Parnas (M)                                                                                                                                                                            |
| <u>The Big Idea</u><br>(Donn Bennett)          | DuM 9pm    | Alan Hale, Maureen Matthews, Joe Kinego (SW & SD)                                                                                                                                                                                   |
| <u>H'wood Opening Night</u><br>(Jimmie Fidler) | NBC 9pm    | <u>Uncle Fred Flits By</u> - (O) by P.G. Wodehouse, (A) by Montgomery Ford; with David Niven; (SD, H'WOOD)                                                                                                                          |
| <u>Robert Montgomery</u>                       | NBC 9:30   | <u>The Centrifuge</u> - (O) by Norman Collins, (A) by Hal Hackady; with Patric Knowles, Bruno Wick, Francis Compton, Felix Deebank, Martin Brandt, Philippa Bevans, Ellis Grell, Lisa Ferraday, James Hanley; (SD) by Norman Felton |
| <u>Red Buttons</u>                             | CBS 9:30   | Lisa Kirk (S), Jim Nolan & regulars                                                                                                                                                                                                 |
| <u>Studio One</u>                              | CBS 10pm   | <u>The Garretson Chronicle</u> - (O) by Gerald Warner Brace, (A) by A.J. Russell; with Nana Bryant, Frederic Worlock, Murray Matheson, Tom Taylor, G. Albert Smith, Patricia Ferris, Ann Hillary, Charles Jordan, Patsy Flicker     |
| <u>Who Said That?</u><br>(Walter Kiernan)      | NBC 10:30  | Mr. & Mrs. Richard Harkness, Jack Paar (C)<br>(NET EXCEPT WNBT)                                                                                                                                                                     |
| <u>Dangerous Assignment</u><br>(Brian Donlevy) | WNBT 10:30 | <u>The Salami Story</u> - (O) by Robert S. Ryf; with Jan Arvan, Jim Davis, Ted Hecht, Henri Letondal, Laura Mason, Dan Seymour, Elena Verdugo, Ben Wright; (SD, FIIM<br>FIRST SHOWN ON 10/6/52)                                     |

TUESDAY MARCH 10

|                                              |          |                                                                                                                                                                                                               |
|----------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Texaco Star Theater</u><br>(Milton Berle) | NBC 8pm  | Bob Crosby (S&M), Karen Chandler (S), Eddie "Rochester" Anderson                                                                                                                                              |
| <u>Fireside Theater</u><br>(Frank Wisbar)    | NBC 9pm  | <u>Money Under The Tree</u> - (O) by Elizabeth Meehan & Samuel W. Taylor; with Madge Meredith, Walter Reed, John Downey, Joe Basset, Griff Barnett, June Evans, Alan Nixon, Marjorie Stapp, Rusty Hamer; (SD) |
| <u>City Hospital</u><br>(Melville Ruick)     | CBS 9pm  | <u>The Break</u> - with Barbara Townsend, Dick York, Bob Hastings; (SW & SD)                                                                                                                                  |
| <u>Armstrong o Theater</u>                   | NBC 9:30 | <u>House Of Tears</u> - (O) by Tom & Alice Fleming; with Ruth Ford, Carlos DeLeon, Richard Wigginton, Kai Deei, Kathleen Biggio, Frank De Silva; (SD)                                                         |



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## Suspense

CBS 9:30      The Legend Of Lizzie - (O) by Reginald Lawrence;  
with Kotharine Bard, Una O'Connor, Whit Bissell,  
Edwin Jerome, Peggy Allenby, Robert Wallsten, Klock Ryder,  
Raymond Van Sickle, Russell Bailey; (SD)

Danger

CBS 10pm      Hook Shot - (O) by S. Kerman, (A) by Mel Gold-  
berg; with Joey Walsh, Bill Pine, Robin Morgan,  
James Lipton, Eli Mintz, Victor Thorley, Val Avery, Peg Hillias

## Jeweler's Showcase

WCBS 10:30 Bridal Suite - (0) by Joel Judge & Tim Whelan;  
with Myron Healey, Marian Carr, Claudia Barrett

WEDNESDAY MARCH 11  
 1964

A Date With Judy  
(Mary Linn Beller)

ABC 7:30pm      regulars & Warren Parker, Rex Williams, Frank Campanella; (SW &SD)

Scott Music Hall  
(Patti Page)

NBC 8:30            regulars & Les Paul & Mary Ford (M&S)

## Kraft TV Theater

NBC 9pm            So Very Young - (O) by Dana Thomas; with Henry Jones, Patti O'Neill, Florence Sundstrom, John Lehne, Nancy Lee, Gage Clark, Tom McElhany, John Kane; (SD) by Stanley Quinn

Man Against Crime  
(Ralph Bellamy)

CBS 9:30      Death Takes A Partner - (O) by Don Sanford;  
with Albert Bergh, Don Hanmer, Boris Aplon,  
Martin Balsam, Steve Gravers, William Williams, Mike Kane,  
Wendell Phillips; (SD, FILM)

Douglas Fairbanks

WNBT 10:30 Happy Birthday - (O) by Larry Marcus; with Anouk, Michael Seavers, Donald Cashfield, Dorothy King, Fletcher Lightfoot, Andre Belhomme, Dermot Palmer, John Serret, Maland Renos, Conrad Martinez, Bobby Beaumont, Bergen Seaton, Dorothy King, Monty de Lyle, Diana Graves, Tor Lemkow, Danislav Belski, Marcel Poncin, Pierre Lefevre; Dir by Bernard Knowles (FILM)

THURSDAY MARCH 12

T Men In Action  
(Walter Greaza)

NBC 8:30      The Case Of The Eight Dollar Scotch - (O) by  
Robert Sloane; with Clem Fowler, Dick Bishop,  
Lawrence Fletcher, Ralph Stantley, Humphrey Davis; (SD)

Singer 4\* Playhouse

CBS 8:30      No Identity - (O) by John & Gwen Bagni; with  
David Niven, Tommy Rettig, Frances Rafferty;  
Dir by Robert Florey (FILM)

Biff Beker, USA  
(Alan Hale, Jr. &  
Randy Stuart)

CBS 9pm      The Sisters Three - with Hillary Brooke (FILM)

Ford Theater

NBC 9:30      My Daughter's Husband - (O) by Sumner Long;  
with Gene Lockhart, Lon McCallister, Mae Clarke,  
Karen Sharpe, Rodney Bell, Byron Foulger; Dir by Edward Bernds  
(FILM)



THURSDAY MARCH 12 (Cont'd)

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<u>Martin Kane</u> (Lee Tracy)	NBC 10pm	Anthony Ross, Florence Robinson, Eva Marie Saint, Joseph Downing, Morley Chang; (SW & SD)
<u>Foreign Intrigue</u> (Jerome Thor)	NBC 10:30	<u>F. I. In The Code Room</u> - (O) by George & Gertrude Fass; with Bengt Blomgren, Maj-Britt Horn, Eric Strandmark, Gordon Lowenadler; Dir by Marcel Cravenne (FILM)

FRIDAY MARCH 13

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|                                     |              |                                                                                                                                                                                                                        |
|-------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Meet Betty Furness</u>           | CBS 10:45 am | John Robert Powers (model impresario)                                                                                                                                                                                  |
| <u>Schlitz Playhouse</u>            | CBS 9pm      | <u>19 Rue Marie</u> - (O) by Adrian Spies; with David Brian, Maria Palmer, Larry Dobkin, Leon Askin, Adrienne D'Ambricourt, Joyce Terry, Christian Pasques, George Dee, Edit Angold; Dir by Roy Kellino (FILM)         |
| <u>Big Story</u><br>(Robert Sloane) | NBC 9pm      | <u>Rudy Haas, San Francisco Examiner</u> - (O) by Norman Lessing; with Murray Hamilton, William Zuckert, Byron Sanders, Henrietta Moore, Natalie Core, Blair Davies, Lois Holmes, Sid Raymond, William Thunhurst; (SD) |
| <u>Tales Of Tomorrow</u>            | ABC 9:30     | <u>Squeeze Play</u> - (O) by Mann Rubin; with John McQuade, Elizabeth Yorke, Murvyn Vye, Charlotte Knight                                                                                                              |

MULTIPLE AND ACROSS-THE-BOARD SHOWS, FRIDAY MARCH 6 THROUGH FRIDAY MARCH 13

~~~~~

<u>Kovacs Unlimited</u>	WCBS 8:30am	M thru F - Edith Adams (S) returns as regular
<u>Strike It Rich</u> (Warren Hull)	CBS 11:30am	F - Anne Bollinger (S); M - Jack Fina (M); W - Elmer Wheeler (author)
<u>Garry Moore</u>	CBS 1:30pm	F - George Gobel (C); M - Milbourne Christopher (magician)
<u>Art Linkletter's House Party</u>	CBS 2:30	M - Bill Thompson; Tu - Edith Head
<u>One Woman's Story</u>	WABD 2:45	M thru F - The Silver Whirlpool - (O) by Virginia Radcliffe; with Jan Sherwood; (SD)
<u>Kate Smith</u>	NBC 4pm	M - Barbara Carroll Trio; The Kateds (D), The Three Swifts (jugglers), The Story Princess; Tu - The Clark Brothers (D), Florence Desmond (C); W - Beatrice Kraft (D); Thu - The Kateds (D), The Deep River Boys (S), Jay Marshall (C); F - Hootor & Byrd (D), <u>Strings On My Heart</u> - (O) by Brice Howard, with Kim Hunter, Robert Emmett; Jimmy Nelson (ventriloquist)
<u>Howdy Doody Show</u>	NBC 5:30	M thru F - Jim Blaine substitutes for vacationing "Buffalo Bob Smith" until March 23
<u>Captain Video</u> (Al Hodge)	DuM 7pm	(O) by Bryce Walton; with Logan Field, Jay Barney, Johnnie Stewart, Billy James, Richard Trask
<u>Do You Want To Be A*?</u> (Fred Robbins)	WOR 7pm	F 3/6 - Eileen O'Connell, Gloria DeHaven, Benay Venuta (all S), Leslie Caron
<u>Short, Short Drama</u> (Ruth Woods)	NBC 7:15	Tu - <u>Public Relations</u> - (O) by Carol Warner Gluck; with Frank Thomas, Sr., E.G. Marshall, Robert Simon, Eugenia Rawls, Ray Welston, Boris Aplon, ic Downs; Thu - <u>The Gambler</u> - (O) by Ken Hertz; with (Cont'd)

1. 1990年12月25日，在“九七”香港回归前夕，香港各界人士纷纷发表文章，就香港前途问题提出自己的看法。

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 6 THROUGH FRIDAY MARCH 13 (Cont'd)

<u>Short, Short Drama</u> (Ruth Woods)	NBC 7:15	(Cont'd from previous page) Vaughn Taylor, Audrey Christie, George Kluge, Millicent Brower, Janet Hartmann, Arthur Kohl, Ann Seaton; (FILM)
<u>Broadway TV Theater</u>	WOR 7:30	M thru F; Sat & Sun 3pm; <u>Whistling In The Dark</u> - (O) by Laurence Gross & Edward Childs Carpenter; with Edward Everett Horton, Marjorie Gateson, Richard Kelly, Joseph Foley, Mike Kellin, Jack Diamond, Joe Draper; Staged by Robert St. Aubrey; Dir by Robert Blum
<u>Perry Como</u>	CBS 7:45	F 3/13 - Julius LaRosa (S)
<u>Jane Froman's USA Ctn.</u>	CBS 7:45	Thu - John Howard
<u>Mono-Drama Theater</u>	WABD 11:15	M thru F - <u>Send My Love</u> - (O) by Linda Rainey; with Ruth White; (SD)
		<u>SATURDAY MARCH 14</u> ~~~~~
<u>Jackie Gleason</u>	CBS 8pm	Sunny Gale (S)
<u>All Star Revue</u>	NBC 8pm	Fred MacMurray, Wally Cox (C), Patsy Kelly, Phil Foster, Ron Fletcher & Dancers, Meredith Willson; (SW) by Howard Snyder, Hugh Wedlock; Sets by Richard Day; TV Dir - Ed Kahn; Prod & Dir by Dee Engelbach
<u>This Is Show Business</u> (Clifton Fadiman)	CBS 9pm	Ann Rutherford, guest panelist; Lois Hunt (S), Roger Price (C), Lewis & Van (D)
<u>Quiz Kids</u>	CBS 10pm	Fran Allison & regulars (FROM CHICAGO)
		<u>SUNDAY MARCH 15</u> ~~~~~
<u>Tootsie Hippodrome</u>	ABC 12:30	Tate's Dogs (acrobatic animals)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Gracie Fields (C), Helen Kane (S), West Point Glee Club (S), Bill Sears & <u>In The Park</u> puppets
<u>Goodyear TV Playhouse</u>	NBC 9pm	<u>The Gesture</u> - (O) by Ira Avery; with Eva Gabor, Gene Lyons, Joe De Santis, James Broderick, Reinhold Schunzel, Margaret Grindell; (SD) by Vincent Donehue
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>Dishonor Among Thieves</u> - (O) by Warren Townsend; with Tommy Nello, Ellen Parker, Joe Abdullah, Val Avery; (SD)
<u>Arthur Murray Party</u> (Kathryn Murray)	DuM 10pm	Alfred Drake (S), Senor Wences (ventriloquist), Anthony, Allyn & Hodges (D), Artie James (skater)

T A L E N T A V A I L A B I L I T I E S

NEW YORK

LOS ANGELES

<u>MARY BOLAND</u> - veteran comedienne - AGT: George Morris, MU 8-0960	<u>LON CHANEY</u> - AGT: Lester Salkow, CR 5-4505
<u>JEROME COWAN</u> - opening in <u>My 3 Angels</u> Mar. 11 - AGT: Bob Schultz, PL 3-7815	<u>LARAINÉ DAY</u> - AGT: Marty Martyn, CR 5-8607
<u>LILLIAN GISH</u> - PL 5-4318	<u>LUCILLE NORMAN</u> - singer - AGT: Wm Morris, CR 1-6161
<u>LOU WILLS, JR.</u> - dancer - AGT: GAC, CI 7-7550	<u>PAT O'BRIEN</u> - AGT: Jaffe, CR 6-6121
<u>ROSS REPORTS</u> - 3/8/53	<u>FRANCES RAFFERTY</u> - AGT: Salkow (ALL ABOVE PHONE NOS. ARE L.A.)

[illegible]

U.S. DEPARTMENT OF JUSTICE

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific information required.

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The amount of CO_2 produced from each
of the two substrates used as carbon source was

1. The first group of people who were involved in the project were the members of the committee who were responsible for the selection of the project.

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: March 8-14									
		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-)	Live	1	1*	7 3/4	4	1	--	11	4
12 noon)	Film	1/2	--	1/2	--	--	--	--	5
12 noon-)	Live	2	1	16	7 1/2	5	7 1/4	16	2
6:00 pm)	Film	--	--	--	--	--	--	1 1/4	1
6:00 pm)	Live	8	7 3/4*	17 1/2*	2 1/2	13 1/2	6 1/4	18	1
time off)	Film	2 3/4	5 3/4	8	--	1	1/2	6 3/4	--
TOTALS)	LIVE	11	9 3/4*	41 1/4*	14	19 1/2	13 1/2	45	7
)	FILM	3 1/4	5 3/4	8 1/2	--	1	1/2	8	6

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of March 8-14

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WABC-TV (A)	95 1/2	25 3/4	30 3/4	1 1/4	32 1/4
New York City	WCBS (C)	109 1/4	63 1/4	11 1/4	1 1/4	22 3/4
New York City	WABD (D)	92 1/4	35	17 3/4	3	29 1/2
New York City	WNBT (N)	119 1/4	57 1/2	28 1/2	2 1/2	19 3/4
New York City	WOR (I)	79	--	31	3/4	35 3/4
Columbus, Ohio	WBNS-TV (C)	105	46	27	5	20

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

THE FOLLOWING INFORMATION IS FOR YOUR INFORMATION ONLY. IT IS NOT TO BE USED FOR ANY OTHER PURPOSE.

NAME		ADDRESS		CITY		STATE	
1	Mr. J. H. Smith	123 Main St.	Anytown	Calif.	90001	Calif.	90001
2	Mr. J. H. Smith	123 Main St.	Anytown	Calif.	90001	Calif.	90001
3	Mr. J. H. Smith	123 Main St.	Anytown	Calif.	90001	Calif.	90001
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MARCH 15-21, 1953

VOLUME 5

NUMBER 11

Ross Reports

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(15)

ABC - 1:30-2pm; DEBUT; Both Sides; from WMAL-TV(Washington, D.C.) to 6 sta & 3 kine; Sponsor - American Federation of Labor thru Furman, Feiner & Co (NY); Quincy Howe will moderate new forum program which will present prominent members of Congress as panelists; Annr - Harry Flannery. Junior Press Conference, formerly this time, now 2-2:30pm (not WABC-TV).

NBC - 11:30pm-12m; HIGHLIGHT; Operation Truth; from WNBT(NY) to the net & TV stations of other networks; Sustaining; Prod - Ben Grauer; Dir - Charles Christianson; Writer - George Lefferts; John Daly, Larry LeSueur, Quentin Reynolds and Ben Grauer will take part in special benefit show for the Crusade for Freedom, which sponsors Radio Free Europe; highlighting the program will be an interview with two persons who have escaped from behind the iron and bamboo curtains; televiewers will be asked to contribute \$1.00 to this year's fund drive of \$25,000,000.

Tue(17)

ABC, CBS, NBC - HIGHLIGHT; Operation Doorstep; from Yucca Flat, Nevada, via pool telecast; Sponsored, in association with the three networks, by the Advertising Council, a public service business organization, a nuclear blast will be telecast, followed by reports on the effects of the explosion. Net coverage will be preceded by a special telecast, Preparation for an Atomic Test, on Sunday, March 15, 2-2:30pm; the actual explosion is scheduled for 8:20am. CBS will summarize the day's events with Eye On America, 8-9pm. NBC's follow-up will be on the Camel News Caravan, 7:45-8pm.

Thu(19)

ABC - 9-10pm; DEBUT; Motor City Fights; from WXYZ-TV(Detroit) to the net; Sponsor - Cooperative; Prod - Ed Sanchez; Dir - Mort Walton; Matchmaker - Julius Piazza; Don Wattrick will give the blow-by-blow, and Fred Wolf the color commentary on new boxing show from the Motor Air Arena in Detroit.

ABC - 10:30-11pm alt weeks; DEBUT; Personality Puzzle; from WABC-TV(NY) to the net; Sustaining; Prod - Alan Pottasch; Dir - Eddie Nugent; Robert Alda is quizmaster of new panel show, with Toni Canzoneri and Lisa Ferraday as regular panelists. On each show, three outstanding and distinguished personalities from the theatre, motion pictures, literary or public life will challenge the panel to identify them from clues furnished by personal articles. Program was seen as one-shot on Feb 26 (Thu 8-8:30pm).

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

THIS WEEK(Cont'd)

Thu(19)

NBC - 10:30pm-12m; HIGHLIGHT; Academy Awards; from KNBH(Hwood) & WNBT(NY) to 57 sta; Sponsor - RCA Victor Division of Radio Corporation of America thru J. Walter Thompson; Prod - Robert Welch, Hwood & Richard Clemmer, NY; Dir - William Bennington, Hwood & Warren Jacober, NY; Bob Hope MC's in Hollywood, Conrad Nagel, in New York. Johnny Green, MGM musical director, is general producer of the presentation for the Motion Picture Academy of Arts & Sciences. Presentation of awards will take place in Hollywood at the RKO Pantages Theatre, and in New York at NBC's International Theatre.

Sat(21)

DuM - 7:30-8pm; DEBUT; Johnny Jupiter; from WABD(NY) to the net; Sustaining; Prod - Kagan Corp; Dir - Frank Bunetta; Prod Superv-Writer - Jerry Coopersmith; Puppeteer - Carl Harms; Puppet Maker - Scott Brinker; Music - Ed Manson; program centers around Ernest P. Duckweather, a mild-mannered studio janitor whose ambition is to be a television engineer; while in the control room, he accidentally contacts the planet Jupiter, and sets off a series of conversations with the Jupiterians, all of whom are portrayed by puppets. Vaughn Taylor portrays Duckweather. Program replaces Pet Shop, formerly seen at this time, which originated in Chicago.

LAST WEEK'S NETWORK CHANGES

DuM - Tax Clinic; LAST SHOW March 11; Wed 7:45-8pm; from WABD(NY) to the net; Sustaining; Prod - Irwin Rosten; Dir - Arnee Nocks; Alfred Halper, CPA, was moderator of program series which featured general tax information and computation problems.

NETWORK SPONSOR ACTIVITY

PALM BEACH COMPANY (Palm Beach Suits for Men) thru Ruthrauff & Ryan, will sponsor the telecast of the Palm Beach Golf Championship from the Meadow Brook Club, Westbury, L.I. on Sunday, May 17 from 5-6pm over the DuMont TV Network. The network will televise the preceding hour of the tourney on a sustaining basis.

CARTER PRODUCTS thru Ted Bates will not renew sponsorship of the Drew Pearson show (DuM Sun 6-6:15pm) after the final program of the current cycle, March 29.

BLATZ BEER thru William Weintraub will not continue its sponsorship of Amos 'n Andy (CBS-TV alt Thu 8:30-9pm) next season, nor will it hold on to the time slot. The program is currently alternating with Singer Four Star Playhouse, and though doing well rating-wise, is reportedly too expensive for the brewing firm to continue with after June.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Judge Samuel Leibowitz Testimonial Meeting; HIGHLIGHT March 16; Mon 10-10:30pm; highlight of the meeting which is conducted by the Cinema Lodge of B'nai B'rith at the Astor Hotel, will be the presentation of award by Sen. Charles Tobey of New Hampshire to Judge Leibowitz.

Fifth Avenue St. Patrick's Day Parade; HIGHLIGHT March 17; Tue 12:30 pm-1pm; Radio Erin's chief announcer and studio supervisor Pad O'Reilly & his wife Pegg Monahan, will describe the parade.

1. The purpose of this document is to provide information regarding the activities of the [redacted] in the [redacted] area. This information is being provided for your information and is not to be distributed outside of your office.

2. The [redacted] has been observed in the [redacted] area on several occasions. The activities of the [redacted] are being monitored closely and any further sightings will be reported immediately.

3. It is recommended that you remain vigilant and report any suspicious activities to the appropriate authorities. Your cooperation in this matter is appreciated.

4. The information provided in this document is confidential and should be handled accordingly. It is not to be shared with unauthorized personnel.

5. The [redacted] is a [redacted] and its activities are of concern to the [redacted]. It is important that you remain alert and report any unusual behavior.

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LOCAL STATION ACTIVITY(Cont'd)

- WCBS-TV(Ch 2) - Trial at Tara; HIGHLIGHT March 15; Sun 10-10:30am(ON FILM); Sustaining; Pkgr - Family Theater; Prod - Rev. Patrick Peyton; first TV showing of new Family Theater film tells the story of St. Patrick's arrival in Ireland in 433 A.D., when he was commissioned to bring the Christian faith to that then-pagan nation. Leif Erickson, Jeanne Cagney, Richard Hale and Rhys Williams star.
- Harlem Globetrotters World Tour; HIGHLIGHT March 15-16; Sun 12:15-12:45am (after midnight March 15); (ON FILM); the film depicts the Harlem Globetrotters basketball team in action in South America, Europe, the Near East, the Far East and on the Hawaiian Islands and shows how its members were feted wherever they played.
- WNBT(Ch 4) - Sammy Kaye Show; DEBUT March 12; Thu 7:15-7:30pm; Sponsor - Chock Full O' Nuts; Prod - Joe Cates; Dir - Bill Harbach; Sammy Kaye stars, with Jean Martin, singer.
- H. V. Kaltenborn; DEBUT March 20; Fri 7:15-7:30pm; Sponsor - Blue Cross thru J. Walter Thompson; Mr. Kaltenborn, noted news commentator, will appear on a program with a guest star each week. Program will feature anecdotes and stories collected by Mr. Kaltenborn.
- WOR-TV (Ch 9) - Trial at Tara; HIGHLIGHT March 15; Sun 1:30-2pm; (ON FILM); Sustaining; see listing under WCBS-TV top of this page.
- Operation Truth; HIGHLIGHT March 15; Sun 11:30pm-12m; the station will carry special Crusade for Freedom program (see Page 1).
- WPIX(Ch 11) - Animals Are Fun; DEBUT March 14; Sat 2:30-3pm; Presented by WPIX in cooperation with New York University; Dir - Ted Estabrook; George I. Schwartz, instructor of biology in the College of Arts and Science at the Washington Square Branch of New York University, is moderator of informative zoological series on which the lives and loves of fish and fauna will be featured.
- Trial at Tara; HIGHLIGHT March 15 6-6:30pm & March 17 11:45am-12:15 pm; See top of page for listing.
- St. Patrick's Day Parade; HIGHLIGHT March 17; Tue 12:15-4:30pm; Sponsor - Coca Cola Bottling Co thru William Esty; Dir - Jack Murphy; Asst Dir - Arthur Susskind, Jr., and Jack Felice. Jack McCarthy will describe the parade, stationed across the street from the official reviewing stand on Fifth Avenue, near 64th Street.
- WBBM-TV(Ch 4) - WBBM-TV has signed a lease with the Balaban & Katz theater chain for its Garrick Theater, to be used for additional studio space. The lease is for one year.
- KECA-TV(Ch 7) - Richard Wendelken becomes Executive Producer of Jack Rourke Productions on April 1. He is currently producing Rourke's Beauty Parade which is seen Fridays at 10pm, and will assume supervision of production for Rourke's Ladies Matinee which is seen Monday thru Friday at 5:30pm.

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DATE 08-11-2010 BY 60322 UCBAW/SJS/STP

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.

1. The first of these is the fact that the majority of the population of the United States is now living in urban areas. This is a result of the process of urbanization, which has been going on since the beginning of the 20th century. The process of urbanization is the movement of people from rural areas to urban areas. This movement is caused by a number of factors, including the search for better living conditions, the desire for education, and the need for employment. The process of urbanization has led to the growth of large cities and the decline of small towns. This has had a number of effects on the United States, including the concentration of population in a few areas, the loss of rural life, and the development of a new urban culture.

LOCAL STATION ACTIVITY(Cont'd)

WFIL-TV(Ch 6) - Sports Corner; DEBUT March 9; Mon 10-10:05pm; Sponsor - Badder & Snoke (retail men's footwear outlet) thru David Zibman Advertising; Tom Moorehead will MC new program, delivering an analysis of the Monday Night boxing bout that precedes this telecast.

The F & M Schaefer Brewing Company has contracted for a combined radio-television saturation campaign starting Monday, March 9, on WFIL & WFIL-TV, thru BBD&O. The campaign will include coop sponsorship of Wrestling from Chicago on Wed 11pm-12m.

FILM DIGEST

PARAMOUNT TELEVISION TO SELL DANZIGER MYSTERY FILM SERIES, which went into production in London on March 2. The half-hour series, being produced by Edward J. and Harry Lee Danziger, independent motion picture producers, will have a host-narrator to unify the individual films. Scripts for the first thirteen programs have been completed, and the writers include Paul Tabori, James Eastwood, Kate Barlay, Reginald Moore, Elizabeth Berridge and George Mikes.

GAIL DAVIS AS ANNIE OAKLEY IN NEW SERIES, Annie Oakley and Tagg, being produced in Hollywood by Flying A Productions. Lou Gray is producing, George Archainbaud directing. Jim Hawkins and Brad Johnson appear in support of Miss Davis.

PILOT FILM USING DALE CARNEGIE MATERIAL COMPLETED by Jack Chertok, who is planning a new TV film series of half-hour length which will make a point of human relations and then dramatize it.

SCREEN GEMS SYNDICATING FORD THEATER FILMS, and will distribute first-runs of the half-hour series under the title of Your All-Star Theater in markets outside the 59 that Ford carries on NBC-TV, starting next Fall.

WILLIAM BROIDY EDITING TWO TV FILMS FOR RELEASE AS FEATURE under the title of Trail Blazers, which was the title of the series for which the two half-hour films were originally made. Starring Alan Hale, Jr., five days of additional filming was necessary to tie the two together; Wesley Barry directed. United Artists will release the film for theatrical showings.

PRODUCTION STARTED ON DAMON RUNYON PLAYHOUSE, with pilot film in the series currently shooting in Hollywood at the Motion Picture Center. Howard Welsh is producing the series, having acquired the rights from Sherry Alison and John Kullers who will be associated with him in the venture under the firm name Normandie Television Pictures, Inc. Sheldon Leonard is directing the pilot, titled "Breach of Promise."

OOPS, IT'S DAISY IS NAME OF NEW FRANK TASHLIN SERIES for which Tashlin, who is writer-director of the half-hour situation comedy program, has signed Mary Costa. Miss Costa, who will appear as the 'Daisy' of the title, has been under contract to Walt Disney Productions. Production is scheduled to begin this month under the supervision of Lester Linsk.

MGM FOLLOWS 20TH IN PRESENTING PREVIEWS OF FILMS ON TV, by agreeing to provide an exclusive series of "Miniature Pre-World Premieres" of the film company's pictures as a regular feature on Ed Sullivan's CBS-TV program, Toast of the Town. MGM stars will make guest appearances in conjunction with the showings of the films. "

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2. The information contained in this document is classified as [redacted] and is being provided to you under the authority of [redacted]. It is to be controlled in accordance with the [redacted] and the [redacted].

3. This document contains information that is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552.

Section 1

1.1 The [redacted] is a [redacted] organization that is dedicated to the [redacted] of the [redacted] and the [redacted]. It is a [redacted] organization that is dedicated to the [redacted] of the [redacted] and the [redacted]. It is a [redacted] organization that is dedicated to the [redacted] of the [redacted] and the [redacted].

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NEWS REPORT

ARB, NIELSEN & VIDEODEX LIST LUCY FIRST FOR FEBRUARY, AS DOES THE TRENDX RATING FOR MARCH. Their reports, all for the first week of the months they apply to, follow:

ARB (Feb 1-7)

	<u>Percent</u>		<u>Viewers(000)</u>
I Love Lucy	73.2	I Love Lucy	44,660
Talent Scouts	63.2	Colgate Comedy Hour(Hope)	35,200
Godfrey & Friends	53.4	Godfrey & Friends	32,230
Texaco Star Theater	51.5	You Bet Your Life	29,210
You Bet Your Life	50.6	Texaco Star Theater	25,540
Colgate Comedy Hour (Hope)	50.2	Dragnet	25,450
Dragnet	48.1	Your Show of Shows	24,300
What's My Line?	43.0	Talent Scouts	23,530
Television Playhouse	41.9	Television Playhouse	22,310
Jackie Gleason	41.5	Jackie Gleason	20,340

NIELSEN (two weeks ending Feb 7)

	<u>Homes(000)</u>		<u>% Homes</u>
I Love Lucy	15,130	I Love Lucy	73.0
Colgate Comedy Hour	12,245	Talent Scouts	64.0
Godfrey & Friends (Ch'strfld)	11,080	Colgate Comedy Hour	57.9
Buick Circus Hour	10,612	Texaco Star Theater	57.7
Godfrey & Friends (Toni)	10,162	Buick Circus Hour	56.5
Texaco Star Theater	9,904	Godfrey & Friends(Chesterfield)	55.9
Dragnet	9,603	Godfrey & Friends(Toni)	49.3
You Bet Your Life	9,433	Dragnet	48.9
Godfrey & Friends(Pillsbury)	9,322	Godfrey & Friends(Pillsbury)	47.8
Fireside Theater	9,176	Fireside Theater	46.0

TRENDX (March 1-7)

	<u>Percent</u>		<u>Percent</u>
I Love Lucy	62.9	Our Miss Brooks	34.5
Talent Scouts	49.9	You Bet Your Life	34.0
Dragnet	43.8	Strike It Rich	33.8
Godfrey & Friends	42.9	What's My Line?	32.5
Texaco Star Theater	37.4	T Men in Action	30.9

VIDEODEX (Feb 1-7)

	<u>% Homes</u>		<u>Homes(000)</u>
I Love Lucy	63.9	I Love Lucy	13,337
Godfrey & Friends(Chesterfield)	52.9	Godfrey & Friends(Chesterfield)	10,605
Talent Scouts	50.3	You Bet Your Life	10,088
Texaco Star Theater	49.6	Dragnet	8,836
You Bet Your Life	49.5	Colgate Comedy Your	8,615
Dragnet	45.6	Texaco Star Theater	8,602
Colgate Comedy Your	42.6	Your Show of Shows	7,839
Your Show of Shows	40.2	Fireside Theater	7,120
Jackie Gleason	38.9	Toast of the Town	6,922
Toast of the Town	38.6	Blue Ribbon Bouts	6,871

NEW STATION AFFILIATIONS: To CBS-TV: Station KTVH(Ch 12), Hutchinson, Kansas, joins the network July 1, covering the Hutchinson-Wichita area. KTVH is owned and operated by Hutchinson Television, Inc. Howard Peterson is general manager.

1950-1951

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NEWS REPORT(Cont'd)

NBC LISTS 21,955,100 TV SETS IN OPERATION ON FEBRUARY 1. This figure is for the continental U.S., and represents an increase of 721,000 sets over the figure listed in the NBC Television Network Data Chart for January 1, 1953. Broken down, the figures read as follows: NBC Interconnected Network - 21,817,200 (70 stations); NBC Non-interconnected net - 89,000 (6 stations). Two new stations that affiliated with NBC during February accounted for 23,000 sets, and markets in which NBC has no affiliates accounted for 25,000 sets. In addition to the continental U.S. total, there were 10,000 sets installed in Honolulu; 38,300 in Montreal and 121,000 in Toronto as of the February 1 date.

SARNOFF ON COLOR TV: In a statement made by Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, following a quoted statement of Senator Edwin C. Johnson on the subject of color TV, Sarnoff said that RCA is doing everything in its power to advance color TV, and that the firm has everything to gain by an early starting date. He added that RCA has spent almost twenty million dollars in research work in the development of a practical and commercial system of compatible color television, five million of which was spent in 1952.

PERSONNEL CHANGES: Anderson F. Hewitt is resigning as chairman of the board of Hewitt, Ogilvy, Benson & Mather, reportedly due to a disagreement on policy decisions.....James M. Gaines has resigned as vice president and director of NBC-TV's owned and operated stations to join General Teleradio, Inc. as vice president and a member of the board of directors. He will head the WOR-AM & TV division.E. Carlton Winckler, Production Manager in the CBS-TV Operations Department, has been appointed Production Manager of the Program Department of CBS-TV, effective immediately.....Doug Johnson, creator of the Hawkins Falls TV show, is leaving Chicago to join the independent package firm of Barry-Enright-Friendly in NY as co-producer.....David Savage, film buyer for WCBS-TV, NY, has resigned to join NBC-TV where he will be in charge of film purchases for the network's five owned & operated stations.

Edward C. Hughes has been appointed assistant to L. W. Teegarden, Executive Vice President of the Radio Corporation of America..... William M. Materne has been appointed national sales manager for ABC's owned radio and TV stations.....Bernard Donnenfeld has joined Princess Pictures, television film production-distribution company, as vice president. The former Paramount Pictures lawyer will also act as counsel for Princess, firm headed by Burt Balaban, son of Paramount Pictures president Barney Balaban.....Sydney Mayers, New York film attorney, has joined Unity Television Corp. as administrative vice president in charge of legal and contract departments.....Helen Wilbur has joined Grey Advertising, NY, as radio-TV timebuyer. She was formerly with Doherty, Clifford, Steers & Shenfield.

Don Quinn, originator of the "Halls of Ivy" program, has joined Young & Rubicam, where he will supervise all the agency's comedy programs. His headquarters will be in Hollywood where both the I Married Joan and Our Miss Brooks TV shows originate.....Gene Mann, Hollywood and Broadway producer, has joined Filmcraft Productions, Hollywood, as vice president in charge of creative production and sales.....Stanley Smith, an account executive with ABC-TV sales since May, 1950, has been appointed Eastern sales manager of the network.....Al Warren, radio-TV director of Judy Lawton & Associates, Hollywood, has resigned to join the Sylvan Pasternak office in the same city in a similar capacity.....Ross Willis, formerly an account executive at KBTU, Denver, has moved to a similar position with station KFEL-TV, Detroit.....Harold Kirsch, head of a St. Louis agency bearing his name, has joined WTVI, St. Louis, as sales manager.

TALENT SHOWSHEET MARCH 16-22, 1953

PROGRAM	NET TIME(EST)	TALENT ROSTER
Most of the shows on March 13, 14, 15 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 20. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).		
<u>FRIDAY MARCH 13</u> <u>*****</u>		
<u>Mama</u> (Peggy Wood)	CBS 8pm	<u>Daredevil Nels</u> - (O) by Max Wilk; with Kevin Coughlin, Anthony Ross & regulars; (SD)
<u>Dark Of Night</u> (Carl Low)	DuM 8:30	George Lowther, Ray Boyle, Patricia Barry, Gene O'Donnell, Joseph Fallon; Raymond Bailey; (SW & SD)
<u>Aldrich Family</u> (Bobby Ellis)	NBC 9:30	<u>Henry's Dinner Engagement</u> - (O) by Bud Grossman with Howard St. John, Helen Shields & regs. (SD)
<u>SATURDAY MARCH 14</u> <u>*****</u>		
<u>The Big Top</u> (Jack Sterling)	CBS 12N	Gloria Gretton (aerial), The 4 Aerial Dolls, The Hunt Brothers Circus Elephants presents by Captain Bush, Larry Thompson (roller skater)
<u>Dick Tracy</u> (Ralph Byrd)	WNBT 6pm	<u>Junior And The Sapphire Mystery</u> - (O) by Todhunter Ballard & Robert Leslie Bellem; with Joe Devlin, Angela Green, Martin Dean, George Pembroke, Percy Helton, Don Brodie; Dir by Nate Watt (FILM)
<u>Invitation Playhouse</u>	WCBS 6:15	<u>Take A Message</u> - with Dick Pinner, Lisa Howard, Marta Mitrovich; (SW & SD, FILM)
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Margaret Phelan (S), David Atkinson (S), Eddie Manson (M)
<u>Your Show Of Shows</u> (Caesar & Coca)	NBC 9pm	Arleen Whelan (guest hostess), regulars
<u>SUNDAY MARCH 15</u> <u>*****</u>		
<u>Invitation Playhouse</u>	WCBS 2:30	<u>The Last Act</u> - with Claire Windsor; (SW & SD, FILM)
<u>Lilli Palmer</u>	WCBS 2:45	Beatrice Lillie (FILM)
<u>Lamp Unto My Feet</u>	CBS 3pm	<u>Spirit Of The Lord</u> - (O) by Palmer Thompson; with Lex Richards, Charles Webster, Karl Weber, Frank Thomas, Sr.; (SD)
<u>Omnibus</u> (Alistair Cooke)	CBS 4:30	<u>The Last Night Of Don Juan</u> - (O) by Edmond Rostand, (A) by Edward Reveaux; with Frederic March, Joseph Schildkraut, Neva Patterson, Melville Cooper, Betsy Palmer, Annette Carroll, Irene Champlin, Mona Medici, Anita Anton, Pola Chasman; William Kapell plays a Cristofori piano at the Met. Museum of Art, remote directed by Byron Paul; <u>Country Editor</u> - FILM created by Picture Press; <u>Animated Genesis</u> - London Films release

1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator who is responsible for the investigation. The investigator must identify the problem and the scope of the investigation. The investigator must also identify the objectives of the investigation. The investigator must then develop a plan of action to address the problem. The plan of action should include the methods to be used, the resources to be used, and the timeline for the investigation. The investigator should then implement the plan of action and collect data. The data should then be analyzed and the results should be reported. The investigator should also provide recommendations based on the results of the investigation.

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 1, 1861. It is a very important document, as it is the first official communication from the President to the Congress since the inauguration of Abraham Lincoln. The letter discusses the state of the Union and the challenges facing the country at the time.

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1862. It is a message of condolence to the people of the State of California, who have recently suffered from a severe earthquake. The President expresses his sympathy for the victims and offers his assistance in rebuilding the state.

SUNDAY MARCH 15 (Cont'd)

<u>Hillmk Hall Of Fame</u> (Sarah Churchill)	NBC 5pm	<u>The Harp Of Erin</u> - (O) by Ellen & Richard McCracken; with Dennis Harrison, Ellen McCracken, Doug Rodgers, Oliver Thorndike, Neil Fitzgerald, Grace O'Malley, Malcolm Beggs; (SD)
<u>Super Circus</u> (Claude Kirchner)	ABC 5pm	Terrell Jacobs & Baby Jean (elephant), Nita & Peppi (acro), The Valentinos (aerial), The 6 Antonettes (trampoline)
<u>You Are There</u> (Walter Cronkite)	CBS 6pm	<u>The Hamilton-Burr Duel</u> - (O) by Leslie Sloat; with John Newland, Shepperd Strudwick, Addison Richards, Robert Harris, Phil Coolidge, Martin Gabel, Ted Behr, Harry Basch, Doris Roberts; (SD)
<u>Red Skelton</u>	NBC 7pm	Mara Lynn (D), June Havoc (S) (FROM HOLLYWOOD)
<u>Opera Cameos</u>	WPIX 7:30	<u>La Forza Del Destino</u> by Verdi with Kurt Baum, Richard Torigi, Carlo Tomanelli (all S)
<u>Mr. Peepers</u> (Wally Cox)	NBC 7:30	regulars & Ruth McDevitt, Dorothy Long; (SW) by Jim Fritzell & Everett Greenbaum; (SD)
<u>Toast of The Town</u> (Ed Sullivan)	CBS 8pm	Gracie Fields (C), Helen Kane (S), West Point Cadet Glee Club (S), Bill Sears & <u>In The Park</u> puppets; add: Harry James (M)
<u>Colgate Comedy Hour</u> (Eddie Cantor)	NBC 8pm	George Jessel, Connie Russell (S), Danny Richards, Jr., Sharon Baird, Billy Daniel (D), Harry Ruby (composer); Staged & Dir. by Manning Ostroff (From H'WOOD)
<u>Rocky King</u> (Roscoe Karns & Earl Hammond)	DuM 9pm	<u>The Fatal Sign</u> - (O) by Edmund Morris; with Constance Moorehead, William Lally, Raoul de Leon, Mary Hayden, Remo Pisano; (SD)
<u>General Electric Theater</u>	CBS 9pm	<u>Winners Never Lose</u> - (O) by Rod Amateau, (A) by Frederick Hazlitt Brennan & James V. Kern; with Pat O'Brien, Ruth Hussey, Ward Bond, Wallace Ford (FILM)
<u>The Doctor</u> (Warner Anderson)	NBC 10pm	<u>Treasure Island</u> - (O) by Saul Levitt; with Joey Fallon, Russell Hardie, Peg Hillias, John Marley, Alan North, Edward Binns; (FILM)
<u>Adolphe Menjou's Favorite Story</u>	WNBT 10:30	<u>The Gambler</u> - (O) by Fyodor Dostoevsky, adaptor not listed; with Menjou, Todd Karns, Margaret Field, Adeline de Walt Reynolds, Lucien Prival, Leonard Penn, Cosmo Sardo; Dir by Eddie Davis (FILM)
<u>The Web</u>	CBS 10pm	<u>The Joke</u> - (O) by Michael Morris; with Mary Sinclair, Berry Kroeger, Wesley Addy, Luis van Rooten, Paul Potter, Bobby Vail, Robert Hull; (SD)

MONDAY MARCH 16

<u>Easy Chair Theater</u>	WABD 7:30	<u>The Last Stop</u> - with John Warburton, Carole Mathews (FILM)
<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>The "Pen" Is Mightier Than The Sword</u> - with Arthur Treacher, Maurice Shrog, Harry Clark (SW,SD)

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MONDAY MARCH 16 (Cont'd)

<u>I Am The Law</u> (George Raft)	DuM 8pm	<u>The Story Of The McClury Brothers</u> - with Rhys Williams (SW & SD, FILM)
<u>Lux Video Theater</u>	CBS 8pm	<u>The Wednesday Wish</u> - (O) by Frank D. Gilroy; with Josephine Hull, Charles Dingle, Gage Clarke James Gregory, Doro Merande, Mike Kellin, Chester Stratton, David Winters, Amy Douglass, Raymond Van Sickle; (SD) by Cook
<u>Paul Winchell & Jerry Mahoney</u>	NBC 8pm	Eddie Bracken (C), The Harmonica Rascals with Johnnie Puleo (M), Diane Sinclair & Ken Spaulding, Libby Dean, Bil & Cora Baird puppeteers
<u>Voice Of Firestone</u> (Howard Barlow)	NBC 8:30	James Melton (tenor)
<u>Talent Scouts</u> (Arthur Godfrey)	CBS 8:30	Ray Shaw (S), Two Debs & A Date (S), Ken Barry (C)
<u>H'wood Opening Night</u>	NBC 9pm	<u>Mr. Barber's Love Affair</u> - (O) by Konrad Berco- vici, (A) by Stanley Niss; with Robert Newton
<u>Red Buttons</u>	CBS 9:30	Gloria De Haven (S), Constance Ford, James Nolan, Curtis Cooksey & regulars; (SW & SD)
<u>Robert Montgomery</u>	NBC 9:30	<u>Tomorrow Will Sing</u> - (O) by Elliott Arnold, (A) by Robert Duncan; with Robert Alda, Teresa Celli Thomas Chalmers, Martin Brooks, Kevin O'Morrison, Andrew Dugan, Silvio Minciotti, Louis Sorin, Helen Ray, Miriam Goldina, Leon Tokatyan, Lauren Gilbert, Nicholas Saunders; (SD) by Herbert B. Swope, Jr.
<u>Studio One</u>	CBS 10pm	<u>A Breath Of Air</u> - (O) by Rumer Godden, (A) by Brainerd Duffield; with Margaret O'Brien, John Hudson, Everett Sloane, Frank H. Wilson, Tom Raynor, Leon Moore, Evelyn Ellis; (SD)
<u>Who Said That?</u> (Walter Kiernan)	NBC 10:30	June Lockhart, Janis Carter, Joan Alexander, Joy Hodges (NET EXCEPT WNBT)

TUESDAY MARCH 17

<u>Texaco Star Theater</u> (Milton Berle)	NBC 8pm	Broderick Crawford, Marguerite Piazza (S), Dagmar
<u>Crime Syndicated</u>	CBS 9pm	<u>Undercover Agent</u> - (O) by Jim West; with James Daly, Gloria Marlowe, Ralph Stantley, Vic Rendina, Robert Middleton; (SD)
<u>Fireside Theater</u> (Frank Wisbar)	NBC 9pm	<u>A Grand Cop</u> - (O) F. M. Davison; with John Bromfield, Shirley O'Hara, Emory Parnell, Charlita, Ed Colmans, John Downey, Raymond Largay, Suen-Hugo Borg, C. Pat Collins, Wade Crosby; (SD, FILM)
<u>Suspense</u>	CBS 9:30	<u>The Black Prophet</u> - (O) by Michael Dyne; with Boris Karloff, Leslie Nielsen, Howard Ledig, Carl Don, Earl George, Norman Bly, Ray Danton; (SD)
<u>Armstrong o Theater</u>	NBC 9:30	<u>The Checkerboard Heart</u> - (O) by Kay Arthur; with Betsy von Furstenberg, Jack Lemmon, Ty Perry, Dorothy Peterson, James Westerfield; (SD)

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Demi-Tasse Tales

THE UNIVERSITY OF CHICAGO

Kraft TV Theater

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Chance Of A Lifetime
(Dennis James)

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Schlitz Playhouse

THE UNIVERSITY OF CHICAGO
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FRIDAY MARCH 20 (Cont'd)

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The Big Story NBC 9pm Edgar E. Frady, Chicago Sun-Times - (O) by Norman Lessing; with Wesley Addy, Joe Maross, Ernest Parmentier, Grant Richards, Dorothy Donahue, Frank Tweddell, Katherine MacDonald; (SD)

Tales of Tomorrow ABC 9:30 Read To Me, Herr Doktor - (O) by Alvin Sapinsley; with Paul Lukas, Mercedes McCambridge, Everett Sloane, Bill Kemp, Ernest Graves; (SD)

Twenty Questions DuM 10pm regulars & Marquerite Piazza (S)  
(Jay Jackson)

MULTIPLE AND ACROSS-THE-BOARD SHOWS, FRIDAY MARCH 13 THROUGH FRIDAY MARCH 20

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Take The Break DuM 12N add Elliot Lawrence (M) as regular, M thru F
(Don Russell)

Garry Moore CBS 1:30 Tue - George Gobel (C)

Art Linkletter's House Party CBS 2:30 M - Mrs. Robert Ripley; F - Gale Storm

One Man's Story WABD 2:45 M thru F - I, The Witness - (O) by Sam Hunter, with Jack Manning; (SD)

Kate Smith NBC 4pm F - Hootor & Byrd (D); Strings On My Heart - (O) by Bryce Howard, with Kim Hunter, Robert Emmett; Jimmy Nelson (ventriloquist); M - Cole & Atkins (D); The Endowment - (O) by David E. Durston & Lynn Shubert; Tu - The Kateds (D), The DeMarco Sisters (S); Joe Jackson, Jr. (C), the Marian MacPartland Trio (M), The Story Princess; W - Kathryn Lee & Marc Platt (D), Dorothy Daye & Fashion Show, Jean Sablon (S), The Tong Brothers (acro); The Kateds, The DeMarco Sisters, The Story Princess; F - Elimar (wire)

Do You Want To Be A*? WOR 7:00 F - Joan Edwards (S), Betty Comden & Adolph
(Fred Robbins) Green (lyricists), Arnold St. Subber (producer), Marguerite Piazza (S); W - Dorothy Sarnoff (S), Raymond Paige (M), Renzo Cesana; F - Robert Breen (producer), Barry Jones

Short, Short Drama NBC 7:15 Tu - The Double Cross - (O) by Robert Skutch;
(Ruth Woods) with Darren McGavin, Margaret Hayes, Don McHenry, Leonard Barry, Winifred Cushing, Martin Brandt; Dir by Dan Petrie; Thu - Appointment With Love - (O) by Kishoor & Peter; with Frank Overton, Terry Becker, Joseph Mantell, Nellie Burt, Mary Alice Moore; Dir by David Rich (FILM)

Broadway TV Theater WOR 7:30 M thru F, Sat & Sun, 3pm - Kick-In - (O) by Willard Mack; with Meg Mundy, Richard Webb, Jean Carson, Ann Loring, Richard Hylton; staged by Gerald Savory, TV Dir - Richard Blum

Perry Como CBS 7:45 W - Nat "King" Cole (S&M)

Jane Froman's USA C't'n CBS 7:45 Th - Earl Wrightson (S)

Mono-Drama Theater WABD 11:15 M thru F - Two Young Lovers - (O) by Chris Riland, with Ed Holmes; (SD)

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY

REPORT OF THE COMMISSIONER OF PLANT INDUSTRY
FOR THE YEAR 1911

WASHINGTON, D. C., 1912

Published by the Government Printing Office

For sale by the Superintendent of Documents

Price, 10 cents

Order from the Superintendent of Documents

Washington, D. C.

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SATURDAY MARCH 21
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|                                                   |         |                                                                                                                                                              |
|---------------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Jackie Gleason</u>                             | CBS 8pm | Mel Torme (S)                                                                                                                                                |
| <u>All Star Revue</u><br>(Sonja Henie)            | NBC 8pm | Buddy LaLonde, Narena & Norris, Hamm & Riggs,<br>Don Watson, Marshall Chapple (all skaters),<br>Harpo Marx (C); Musical Dir - Jack Pfeiffer (FROM HOLLYWOOD) |
| <u>Your Show Of Shows</u><br>(Caesar & Coca)      | NBC 9pm | Kukla, Fran & Ollie, guest hosts, & regulars                                                                                                                 |
| <u>This Is Show Business</u><br>(Clifton Fadiman) | CBS 9pm | Joan Bennett, guest panelist; performers: Kathryn Lee & Marc Platt (D), Jay Lawrence (C), Norman Brooks (S)                                                  |

SUNDAY MARCH 22  
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<u>Opera Cameos</u>	WPIX 7:30	<u>Madama Butterfly</u> by Puccini, with Diana Moncado, Rudolph Petrak, Richard Torigi, Lucielle Browning (all S)
<u>Jack Benny</u>	CBS 7:30	Jeanne Cagney, Bob Crosby, Iris Adrian, Dennis Day, Don Wilson, Mel Blanc (FROM HOLLYWOOD)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Rex Harrison & Lilli Palmer, Vienna Boys Choir, Roberta Peters (S), Debbie Reynolds & film clip from <u>I Love Melvin</u> with Reynolds & Donald O'Connor, Bobby Clark (C)
<u>Colgate Comedy Hour</u>	NBC 8pm	100th Telecast with Bud Abbott & Lou Costello, Eddie Cantor, Bob Hope, Dean Martin & Jerry Lewis, Donald O'Connor (all C) (FROM HOLLYWOOD)
<u>The Doctor</u> (Warner Anderson)	NBC 10pm	<u>Carla's Boy</u> - (O) by Adrian Spies; with Allen Martin, Anna Karen, Dan Tobin, Diana Douglas, Howard Freeman, Ernest Graves, Frank Rollinger, Rudolph J. Watson (FILM)
<u>Arthur Murray Party</u> (Kathryn Murray)		Bil & Cora Baird puppeteers, Robert Clary (S), Anthony, Allyn & Hodges (D)
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WNBT 10:30	<u>The Strange Mr. Bartleby</u> - previously announced for March 8 (See Vol. 5 No. 9, Page 12) (FILM)

T A L E N T A V A I L A B I L I T I E S
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NEW YORK

PATRICIA BARRY - young leading woman -  
AGT: George Morris, MU 8-0960

NANETTE FABRAY - arrives for Persian Room  
engagement - AGT: Milton Goldman,  
MU 7-0606

KIM HUNTER - currently in The Children's  
Hour - PRESS: Maxine Keith, LA  
4-2697

DICK MOORE - film & stage juvenile - AGT:  
Archer King, CH 4-8240

ROSALIND RUSSELL - Wonderful Town star -  
PRESS: Byron-Perlman, CI 5-9151

CHICAGO

DAVE BARRY - comic - currently at the  
Chez Paree - AGT: Wm Morris, JU  
6-5100 (NY)

VAN HEFLIN - starring in The Shrike at  
the Erlanger Theater - CONTACT:  
Theater Manager, ST 2-2459 (Chi)

ANNE JEFFREYS & ROBERT STERLING - appear-  
ing at the Chicago Theater -  
RA 6-5300 (Chi)

CORNELIA OTIS SKINNER - star & creator of  
Paris '90, now playing the Black-  
stone Theater, CE 6-8240 (Chi)

THE UNIVERSITY OF CHICAGO

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# NETWORK AND LOCAL TV PROGRAMMING ANALYSES

| Scheduled program transmission for the week of: March 15-21 |      |                             |       |         |     |      |       |      |     |
|-------------------------------------------------------------|------|-----------------------------|-------|---------|-----|------|-------|------|-----|
|                                                             |      | Total Hours Network Service |       |         |     |      |       |      |     |
|                                                             |      | ABC                         |       | CBS     |     | DuM  |       | NBC  |     |
|                                                             |      | Comm                        | Sus   | Comm    | Sus | Comm | Sus   | Comm | Sus |
| Time on-)                                                   | Live | 1½                          | 1*    | 7 3/4   | 4   | 1    | --    | 11   | 4   |
| 12 noon )                                                   | Film | --                          | --    | ½       | --  | --   | --    | --   | 5   |
| 12 noon-)                                                   | Live | 2½                          | 1     | 16      | 7½  | 5½   | 6 3/4 | 16   | 2   |
| 6:00 pm )                                                   | Film | --                          | --    | --      | --  | --   | --    | 1¼   | 1   |
| 6:00 pm )                                                   | Live | 7½                          | 7¼*   | 18*     | 2   | 13½  | 6¼    | 17½  | 1   |
| time off)                                                   | Film | 2 3/4                       | 5 3/4 | 8       | --  | 1    | ½     | 7¼   | --  |
| TOTALS )                                                    | LIVE | 11½                         | 9¼*   | 41 3/4* | 13½ | 20   | 13    | 44½  | 7   |
| )                                                           | FILM | 2 3/4                       | 5 3/4 | 8½      | --  | 1    | ½     | 8½   | 6   |

\* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

## LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of March 15-21

| CITY          | STATION     | Total Hrs<br>Trans | Net Hours<br>Service | Live Hrs<br>Loc Only | Nat'l<br>Spots | Movie*<br>Features |
|---------------|-------------|--------------------|----------------------|----------------------|----------------|--------------------|
| New York City | WABC-TV (A) | 96½                | 26½                  | 32 3/4               | 1¼             | 30¼                |
| New York City | WCBS (C)    | 109¼               | 63 3/4               | 11¼                  | 1¼             | 22 3/4             |
| New York City | WABD (D)    | 92¼                | 34½                  | 17 3/4               | 3              | 29½                |
| New York City | WNBT (N)    | 120¼               | 57½                  | 28½                  | 2½             | 19 3/4             |
| New York City | WPIX (I)    | 75                 | --                   | 34                   | 3/4            | 33½                |

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.



MONTHLY INDEX OF NETWORK TELEVISION PROGRAM ORIGINATION

During the week of March 15-21, the four major U.S. television networks are scheduled to transmit programs from the following cities, both live and film, with the total hours originating in each.

| CITY         | LIVE HOUR<br>HOURS | FILM<br>HOURS   | TOTAL HOURS<br>LIVE & FILM |
|--------------|--------------------|-----------------|----------------------------|
| New York     | 107 $\frac{3}{4}$  | 26              | 133 $\frac{3}{4}$          |
| Los Angeles  | 17 $\frac{1}{2}$   | 3 $\frac{1}{2}$ | 21                         |
| Chicago      | 15 $\frac{1}{2}$   | --              | 15 $\frac{1}{2}$           |
| Philadelphia | 6 $\frac{3}{4}$    | $\frac{1}{2}$   | 7 $\frac{1}{4}$            |
| Washington   | 7 $\frac{1}{4}$    | --              | 7 $\frac{1}{4}$            |
| Cincinnati   | 5 $\frac{1}{4}$    | --              | 5 $\frac{1}{4}$            |
| Boston       | 1                  | --              | 1                          |
| Dallas       | $\frac{3}{4}$      | --              | $\frac{3}{4}$              |
| Baltimore    | $\frac{1}{2}$      | --              | $\frac{1}{2}$              |
| Pittsburgh   | $\frac{1}{2}$      | --              | $\frac{1}{2}$              |

CBS now has simultaneous or delayed transmission of film shows from Los Angeles for West Coast stations duplicating the primary East Coast transmission. These now amount to 4 hours not included in the above totals. All index totals are approximations based on advance network information and do not reflect last-minute programming changes.

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